

ESTÉE LAUDER
Point-of-Sale Guidelines
Spring 2025

ESTÉE LAUDER

SPRING 2025

SUGGESTED RETAIL PRICE LIST

SKINCARE

ADVANCED NIGHT	
Cleansing Balm with Lipid Rich Oil-Infusion 2.2oz	\$49
Cleansing Gelée with 15 Amino Acids 1.0oz	\$12
Cleansing Gelée with 15 Amino Acids 3.4oz	\$34
ADVANCED NIGHT REPAIR	
Synchronized Multi-Recovery Complex 0.24oz	\$20
Synchronized Multi-Recovery Complex 1.0oz	\$85
Synchronized Multi-Recovery Complex 1.7oz	\$128
Synchronized Multi-Recovery Complex 3.9oz	\$255
Synchronized Multi-Recovery Complex Duo 2x 1.7oz	\$218
Eye Concentrate Matrix Complex 0.17oz	\$28
Eye Concentrate Matrix Complex 0.5oz	\$84
Eye Supercharged Gel-Creme 0.5oz	\$74
Rescue Solution with Bifidus Ferment 0.68oz	\$82
Concentrated Recovery PowerFoil Mask, 4 Sheets	\$99
DAYWEAR MULTI-PROTECTION ANTI-OXIDANT	
24H-Moisture Creme SPF 15 N/C 1.7oz	\$62
24H-Moisture Creme SPF 15 Dry 1.7oz	\$62
Matte Gel Creme 1.7oz	\$62
72H-Hydration Sorbet Creme Broad Spectrum SPF 15 1.7oz	\$62
Eye Cooling Anti-Oxidant Moisture Gel Creme 0.5oz	\$48
MICRO ESSENCE	
Treatment Lotion with Bio-Ferment 1.0oz	\$24
Treatment Lotion with Bio-Ferment 3.4oz	\$76
Treatment Lotion with Bio-Ferment 6.7oz	\$135
Treatment Lotion with Bio-Ferment 13.5oz	\$215
Treatment Lotion Fresh with Sakura Ferment 1.0oz	\$24
Treatment Lotion Fresh with Sakura Ferment 3.4oz	\$76
Treatment Lotion Fresh with Sakura Ferment 6.7oz	\$135
Treatment Lotion Fresh with Sakura Ferment 13.5oz	\$215
NIGHTWEAR PLUS	
Anti-Oxidant Night Detox Creme 1.7oz	\$66
PERFECTIONIST	
Multi-Zone Wrinkle Concentrate 0.85oz	\$94
Intense Brightening Essence Ampoule with Vitamin C/E + Licorice 1.35 oz	\$125
Multi-Defense Aqua Gel SPF 50 1.0oz	\$52
Perfectionist Pro Rapid Brightening Treatment Ferment3 + Vitamin C 1.0oz	\$95
Perfectionist Pro Rapid Brightening Treatment Ferment3 + Vitamin C 1.7oz	\$135
Perfectionist Pro Rapid Brightening Treatment Ferment3 + Vitamin C Duo 2 x 1.7oz	\$225
Perfectionist Pro Rapid Firm + Lift Serum 1.0oz	\$95
Perfectionist Pro Rapid Firm + Lift Serum 1.7oz	\$135
Perfectionist Pro Rapid Firm + Lift Serum Duo 2 x 1.7oz	\$225
Rapid Renewal Retinol Treatment 1.0oz	\$96

PERFECTLY CLEAN	
Infusion Balancing Essence Lotion Amino Acid + Waterlily 13.5oz	\$46
Multi-Action Creme Cleanser/Moisture Mask 5.0oz	\$32
Multi-Action Foam Cleanser/Purifying Mask 5.0oz	\$32
Multi-Action Toning Lotion/Refiner 6.7oz	\$32
RESILIENCE MULTI-EFFECT TRI-PEPTIDE	
Face and Neck Creme SPF 15, N/C, 1.7oz	\$114
Face and Neck Creme SPF 15, N/C, 2.5oz	\$140
Face and Neck Creme SPF 15, Dry, 1.7oz	\$114
Night Face and Neck Creme 1.7oz	\$114
Night Face and Neck Creme 2.5oz	\$140
Eye Creme 0.5oz	\$80

REVITALIZING SUPREME+	
Revitalizing Supreme+ Youth Power Creme SPF 25 1.7oz	\$120
Revitalizing Supreme+ Youth Power Creme SPF 25 2.5oz	\$140
Night Intensive Restorative Creme 1.7oz	\$120
Night Power Bounce Creme 1.7oz	\$135
Night Power Bounce Creme Refill 1.7oz	\$115
Youth Power Eye Balm 0.5oz	\$78
Youth Power Creme 0.5oz	\$32
Youth Power Creme 1.0oz	\$70
Youth Power Creme 1.7oz	\$120
Youth Power Creme Refill 1.7oz	\$98
Youth Power Creme 2.5oz	\$140
Youth Power Creme Refill 2.5oz	\$120
Youth Power Soft Milky Lotion 3.4 oz	\$100

SOFT CLEAN	
Foaming Cleanser 4.2oz	\$29
Infusion Hydrating Essence Lotion Amino Acid + Waterlily 13.5oz	\$46

RE-NUTRIV SKINCARE

Hydrating Foam Cleanser 4.2oz	\$80
Intensive Smoothing Hand Creme 3.4oz	\$80
CLASSIC RE-NUTRIV	
Creme 1.7oz	\$135
Lightweight Creme 1.7oz	\$135
Softening Lotion 8.4oz	\$78
ULTIMATE DIAMOND	
NEW Age Reversal Creme 0.5oz	\$210
Sculpted Transformation Creme 0.5oz	\$135
Sculpted Transformation Creme 1.7oz	\$450
Transformative Energy Creme Rich 1.7oz	\$450
Transformative Eye Serum 0.5oz	\$210
Transformative Energy Eye Creme 0.5oz	\$300
Ultimate Facial Massager	\$175

ULTIMATE DIAMOND TRANSFORMATIVE BRILLIANCE	
Serum 1.0oz	\$330
Serum Refill 1.0 oz	\$285
Soft Creme 1.0 oz	\$225
Soft Creme 1.7 oz	\$350

Soft Creme Refill 1.7 oz	\$295
ULTIMATE LIFT AGE-CORRECTING	
Creme 1.7oz	\$330
ULTIMATE LIFT REGENERATING YOUTH	
Creme 1.7 oz	\$350
Creme Rich 1.7oz	\$350
Serum 1.0oz	\$330
Treatment Lotion 6.7oz	\$146
Eye Creme 0.5oz	\$180
Eye Creme Rich 0.5oz	\$180
Emulsion 2.5oz	\$310

RE-NUTRIV MAKEUP

Ultra Radiance Liquid Makeup SPF 20	\$140
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MAKEUP EYE

BROW	
Stay-in-Place Brow Gel	\$28
BrowPerfect 3D All-In-One Styler	\$33
Brow Multi-tasker	\$32

EYE SHADOW	
Double Wear EyeShadow Base	\$28
PURE COLOR ENVY	
Luxe Eyeshadow Quad	\$60
Luxe Eyeshadow Quad Refills	\$46

EYELINER	
DOUBLE WEAR	
24-HR Waterproof Gel Eye Pencil	\$34
Infinite Waterproof Eyeliner	\$32
Little Black Liner	\$36
Smoke and Brighten Kajal Eyeliner Duo	\$34

MASCARA	
Double Wear Zero-Smudge Lengthening Mascara	\$34
Little Black Primer	\$28

SUMPTUOUS	
Extreme Lash Multiplying Volume Mascara .09oz	\$15
Extreme Lash Multiplying Volume Mascara	\$34
Extreme Lash Multiplying Volume Waterproof Mascara	\$34

TURBO LASH	
High Powered Volume + Length Mascara	\$35
High Powered Volume + Length Mascara Mini	\$16
Night Revitalizing Serum Lash + Brow	\$49

MAKEUP FACE

BLUSH	
PURE COLOR ENVY	
Sculpting Blush	\$44
Sculpting Blush Refills	\$30

BRONZER/HIGHLIGHTER	
BRONZE GODDESS	
Powder Bronzer	\$56
Matte & Glow Bronzing Trio	\$56
Healthy Glow Bronzer	\$52
Highlighting Powder Gelée	\$52

CONCEALER	
DOUBLE WEAR	
Stay-in-Place Flawless Wear Concealer	\$38

FUTURIST	
Futurist Soft Touch Brightening Concealer	\$38

FOUNDATION	
DOUBLE WEAR	
Sheer Long-Wear Makeup SPF 19	\$52
Maximum Cover Camouflage Makeup SPF 15	\$55
Stay-in-Place Makeup	\$52
Stay-in-Place Matte Powder Foundation	\$52
Stay-in-Place Matte Powder Foundation Refill	\$39
Double Wear Stay-in-Place Makeup Pump	\$13

FUTURIST	
Hydra Rescue Moisturizing Makeup SPF 45	\$55
SkinTint Serum with Botanical Oil Infusion SPF 20	\$55

MAKEUP FACE

LOOSE/PRESSED POWDERS	
Double Wear Sheer Flattery Loose Powder	\$52
PRIMERS	
Futurist Aqua Brilliance Watery Glow Primer 0.5oz	\$18
Futurist Aqua Brilliance Watery Glow Primer 1.35oz	\$46
Futurist Peptide-Power Serum Primer	\$56
Double Wear Smooth & Blur Primer	\$45
MIST	
Set + Refresh Perfecting Makeup Mist 3.9oz	\$40

MAKEUP LIP

LIP PENCIL	
Double Wear 24H Stay-in-Place Lip Liner	\$30
LIPSTICK	
PURE COLOR	
Creme Lipstick	\$40
NEW Gloss Stick	\$00
Hi-Lustre Lipstick	\$40
Matte Lipstick	\$40
Matte + Creme Lipstick Refills.....	\$30
Revitalizing Crystal Balms.....	\$40

MAKEUP LIP

LIPSTICK	
PURE COLOR ENVY LIP CARE	
Color Replenish Lip Balm	\$38
Lip Repair Potion	\$38
Lip Volumizer	\$38
Nighttime Rescue Lip Oil Serum	\$38
PURE COLOR EXPLICIT	
Silk Matte Lipstick	\$42
Slick Shine Lipstick	\$42

MAKEUP TOOLS

Sharpener	\$10
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MAKEUP REMOVERS

TAKE IT AWAY	
Gentle Eye Makeup Remover 3.4oz	\$28
Take it Away Makeup Remover Lotion 6.7oz	\$38

FRAGRANCE

KNOWING	
Eau de Parfum Spray 2.5oz	\$115
MODERN MUSE	
Eau de Parfum Spray 1.7oz	\$110
PRIVATE COLLECTION*	
Eau de Parfum Spray 1.7oz	\$80
WHITE LINEN	
Parfum Spray 2oz	\$80
YOUTH-DEW	
Eau de Parfum Spray 1.8oz (heritage blue bottle)	\$45
Eau de Parfum Spray 2.25oz	\$50
Bath Oil 2oz	\$50
Body Satinée 5oz	\$42
Dusting Powder Box 7oz	\$45
Perfumed Body Creme 7.5oz	\$45
Roll-On Anti-Perspirant Deodorant 2.5oz	\$25

FOR MEN	
LAUDER FOR MEN	
Cologne Spray 3.4oz	\$88
PLEASURES FOR MEN	
Cologne Spray 3.4oz	\$90

AERIN	
PREMIER FRAGRANCES	
Ambrette de Noir Parfum 1.7oz	\$275
Limone di Sicilia Parfum 1.7oz	\$275
Tuberose le Jour Parfum 1.7oz	\$275
Tuberose le Soir Parfum 1.7oz	\$275
FRAGRANCE COLLECTION	
Amber Musk EDP 1.7oz	\$150
Amber Musk EDP 3.4oz	\$210
Amber Musk Body Cream 5oz	\$65
Amber Musk EDP Travel Spray 0.24oz	\$35
Cedar Violet EDP 1.7oz	\$150
Cedar Violet EDP 3.4oz	\$210
Cedar Violet Travel Spray EDP 0.24oz	\$35
Fleur de Peony EDP 1.7oz	\$150
Fleur de Peony EDP 3.4oz	\$210
Fleur de Peony Body Cream 5oz	\$65
Hibiscus Palm EDP 1.7oz	\$150
Hibiscus Palm EDP 3.4oz	\$210
Hibiscus Palm EDP Travel Spray 0.24oz	\$35
Ikat Jasmine EDP 1.7oz	\$150
Ikat Jasmine EDP 3.4oz	\$210
Ikat Jasmine Body Cream 5oz	\$65
Ikat Jasmine EDP Travel Spray 0.24oz	\$35
Lilac Path EDP 1.7oz	\$150
Lilac Path EDP 3.4oz	\$210
Lilac Path Body Cream 5oz	\$65
Mediterranean Honeysuckle EDP 1.7oz	\$150

AERIN	
Mediterranean Honeysuckle EDP 3.4oz	
Mediterranean Honeysuckle Body Cream 5oz	\$65
Mediterranean Honeysuckle EDP Travel Spray 0.24oz	\$35
NEW Tuberose Gardenia 3.4oz	\$210
Wild Geranium EDP 1.7oz	\$150
Wild Geranium EDP 3.4oz	\$210
Wild Geranium Body Cream	\$65
Wild Geranium Travel Spray0.24oz	\$35
ROSE COLLECTION	
Rose de Grasse Joyful Bloom EDP 1.7oz	\$210
Rose de Grasse Joyful Bloom EDP 3.4oz	\$290
Rose de Grasse Parfum 1.7oz	\$275
Rose de Grasse Parfum 3.4oz	\$385
Rose de Grasse Body Cream 6.5oz	\$105
Rose de Grasse Pour Filles EDT 1.0oz	\$105
Rose Hand and Body Cream 5oz	\$65
Rose Lip Conditioner 0.3oz	\$40

FRAGRANCE

BEAUTIFUL MAGNOLIA	
Hand Creme 1.0oz	\$24
Eau de Parfum Travel Spray 0.34oz	\$30
Eau de Parfum Spray 1.0oz	\$85
Eau de Parfum Spray 1.7oz	\$110
Eau de Parfum Spray 3.4oz	\$150
BEAUTIFUL MAGNOLIA L'EAU	
Eau de Toilette Spray 0.34oz	\$30
Eau de Toilette Spray 1.7oz	\$105
Eau de Toilette Spray 3.4oz	\$135
BEAUTIFUL	
Eau de Parfum Spray 0.5oz	\$38
Eau de Parfum Spray 1.0oz	\$80
Eau de Parfum Spray 2.5oz	\$108
Eau de Parfum Spray 3.4oz	\$120
Eau de Parfum Spray 5oz	\$155
Perfumed Body Lotion 8.4oz	\$70
Perfumed Body Powder 3.5 oz	\$68
BEAUTIFUL BELLE	
Eau de Parfum Spray 1.7oz	\$110

BRONZE GODDESS	
NEW Agea Eau de Parfum 1.7oz	\$90
Nuit Eau de Parfum 1.7oz	\$95
Nuit Eau de Parfum 3.4oz	\$115
Nuit Eau de Parfum Travel Spray 0.4oz	\$30
Eau Fraîche Skinscent 1.7oz	\$84
Eau Fraîche Skinscent 3.4oz	\$98
Eau Fraîche Skinscent Travel Spray 0.4oz	\$30
PLEASURES	
Body Lotion 8.4oz	\$60
Eau de Parfum Spray 0.5oz	\$35
Eau de Parfum Spray 1.7oz	\$85
Eau de Parfum Spray 3.4oz	\$115
PLEASURES INTENSE	
Eau de Parfum Spray 3.4oz	\$105
SENSUOUS	
Eau de Parfum Spray 1.7oz	\$86
HOUSE OF ESTÉE LAUDER	
Aliage Sport Eau de Parfum Spray 1.7oz	\$75
Azuree Eau de Parfum Spray 1.7oz	\$75
Cinnabar Fragrance Spray 1.7oz	\$75
Estée Super Eau de Parfum Spray 1.7oz	\$75
Spellbound Eau de Parfum Spray 1.7oz	\$80
Tuscany per Donna Eau de Parfum Spray 1.7oz	\$69

FRAGRANCE

LUXURY FRAGRANCE

Blushing Sands 3.4oz	\$200
Blushing Sands 1.35oz	\$100
Blushing Sands 0.34oz	\$40
Desert Eden 3.4oz	\$200
Desert Eden 1.35oz	\$100
Desert Eden 0.34oz	\$40
Dream Dusk 3.4oz	\$200
Dream Dusk 1.35oz	\$100
Dream Dusk 0.34oz	\$40
Infinite Sky 3.4oz	\$200
Infinite Sky 1.35oz	\$100
Infinite Sky 0.34oz	\$40
Paradise Moon 3.4oz	\$200
Paradise Moon 1.35oz	\$100
Paradise Moon 0.34oz	\$40
Radiant Mirage 3.4oz	\$200
Radiant Mirage 1.35oz	\$100
Radiant Mirage 0.34oz	\$40

Sensuous Stars 3.4oz	\$200
Sensuous Stars 1.35oz	\$100
Sensuous Stars 0.34oz	\$40
Tender Light 3.4oz	\$200
Tender Light 1.35oz	\$100
Tender Light 0.34oz	\$40
Ultra Rich Hand Creme	\$50

ULTRA LUXURY COLLECTION

Azuree Legacy 3.4oz	\$280
White Linen Legacy 3.4oz	\$280
Knowing Legacy 3.4oz	\$280
Estée Legacy 3.4oz	\$280
Private Collection 3.4oz	\$280

SERUM S.R.P. PER OUNCE

ANR Synchronized Multi-Recovery Complex 1.0oz	\$85
ANR Synchronized Multi-Recovery Complex 1.7oz	\$75.29
ANR Synchronized Multi-Recovery Complex 3.9oz	\$65.38
ANR Synchronized Multi-Recovery Complex Duo 2x1.7oz	\$64.12
Perfectionist Pro Rapid Brightening Treatment Ferment3 + Vitamin C 1.0oz	\$95
Perfectionist Pro Rapid Brightening Treatment Ferment3 + Vitamin C	\$79.41
Perfectionist Pro Rapid Brightening Treatment Ferment3 + Vitamin C Duo 2 x 1.7oz	\$66.18

Perfectionist Pro Rapid Firm + Lift Serum 1.0oz	\$95
Perfectionist Pro Rapid Firm + Lift Serum 1.7oz	\$79.41
Perfectionist Pro Rapid Firm + Lift Serum Duo 2 x 1.7oz	\$66.18
Re-Nutriv Ultimate Diamond Brilliance Serum 1.0oz	\$330
Re-Nutriv Ultimate Lift Regenerating Youth Serum 1.0oz	\$330

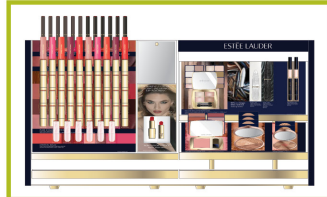
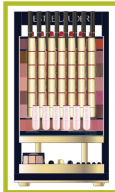
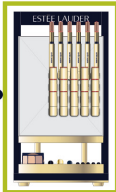
LINE TESTERS & TRENDING
NOW LAUNCH UNITS/
IN CASE PROPS

	Currently on-counter	JAN	FEB	MAR	APR-JUN
LAUNCH	 SKINCARE TRENDING NOW UNIT Update with new templates and graphics Select Doors Unit Code #: PG5E-60 Update Code #: G8RR-60	 SKINCARE TRENDING NOW UNIT SRP Update Only Select Doors Unit Code #: PG5E-60 Update Code #: GBAS-70			
IN-CASE	 ADVANCED NIGHT REPAIR OVERNIGHT TREATMENT IN-CASE PROP GRAPHIC All Doors Graphic Code #: G96T-70  SUPREME+ NIGHT BOUNCE IN-CASE PROP GRAPHIC All Doors Graphic Code #: G97B-70  PERFECTIONIST PRO IN-CASE PROP GRAPHIC All Doors Graphic Code #: TBD	 ADVANCED NIGHT REPAIR REPMOTE IN-CASE PROP GRAPHIC All Doors Graphic Code #: GB7L-70  SUPREME+ NIGHT BOUNCE IN-CASE PROP GRAPHIC All Doors Graphic Code #: GB7K-70			
LINE TESTER	 SKINCARE LTU Most Doors Supreme+ Night Bounce Update with new graphic Unit Code #: PG58-60 Graphic Update Code #: G984-70	 SKINCARE LTU Most Doors Update with new template and graphics Unit Code #: PG58-60 Graphic Update Code #: GBAT-70 Acrylic Update Code #: GB7B-60			

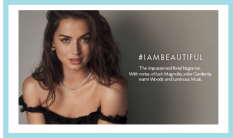
 Select Doors Only

 All Doors

	Currently on-counter	JAN	FEB	MAR	APR-JUN
DEPARTMENT STORE (DIAMOND)	 RE-NUTRIV DIAMOND LTU Select Doors Update with new templates and graphics Uit Code #: PT2M-60 Graphic Update Code #: G980-70 Acrylic Update Code #: G8RY-60  RE-NUTRIV BAR Select Doors Install New Unit Unit Code #: TBD Graphic Update Code #: GA0L-700 Acrylic Update Code #: G9YF-60	 RE-NUTRIV DIAMOND LTU Select Doors Update with new templates and graphics Uit Code #: PT2M-60 Graphic Update Code #: GBAR-70 Acrylic Update Code #: GB7E-60  RE-NUTRIV BAR Select Doors Update graphics Unit Code #: TBD Graphic Update Code #: GBAP-70			
DEPARTMENT STORE (NON-DIAMOND)	 RE-NUTRIV BRILLIANCE UNIT (ULRY) Select Doors Graphic update Unit Code #: PT2N-60 Graphic Code #: G97Z-70	 RE-NUTRIV BRILLIANCE UNIT (ULRY) Select Doors Update with new templates and graphics Unit Code #: PT2N-60 Graphic Update Code #: GBAQ-70			Select Doors Only All Doors

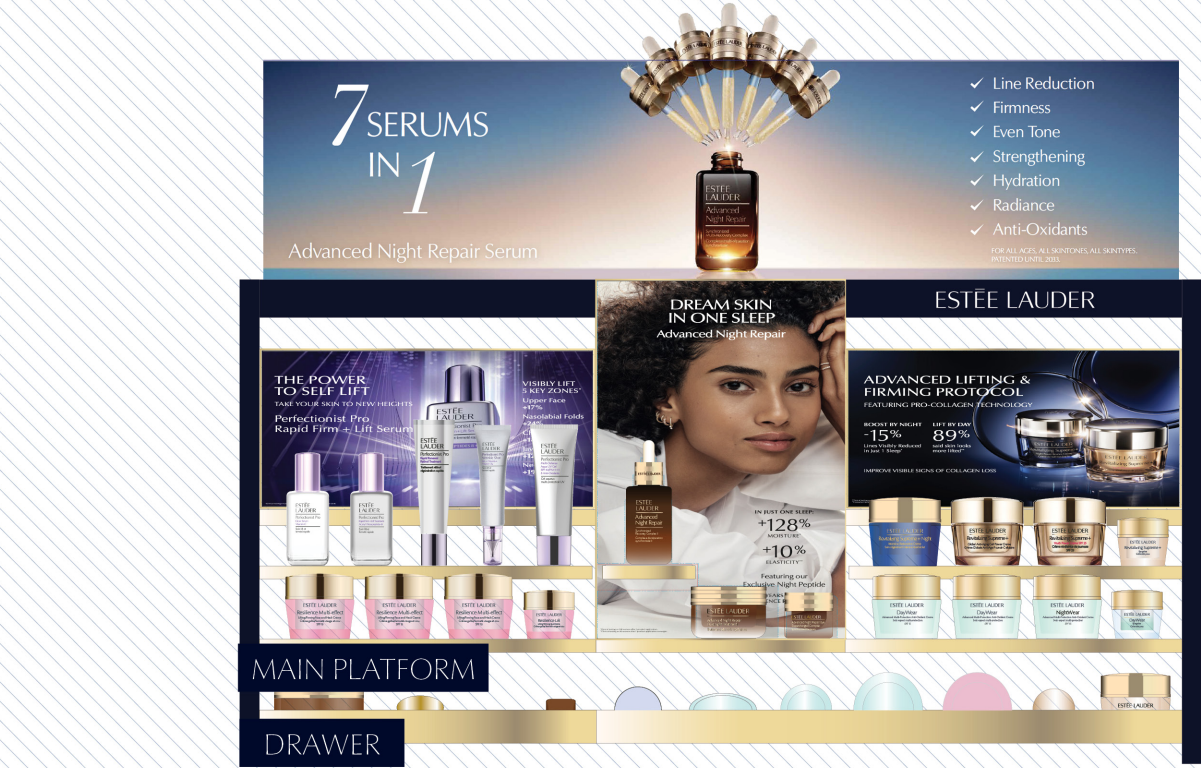
ESTÉE LAUDER		North America Tester Cadence: Department Stores		COLOR		Spring 2025			
	Currently on-counter	JAN		FEB		MAR		APR-JUN	
LAUNCH	 IPAD/IMATCH TRENDING NOW UNIT Update with new templates and graphics Select Doors Unit Code #: PG5H-60 Update Code #: G8TY-60							 IPAD/IMATCH TRENDING NOW UNIT Update with new templates and graphics Select Doors Unit Code #: PG5H-60 Update Code #: GB9F-60	
	 TURBO LASH IN-CASE GRAPHIC Select Doors GRAPHIC Code #: G1QA-70					 PURE COLOR GLOSS STICK IN-CASE GRAPHIC Select Doors GRAPHIC Code #: GB82-70			
LINE TESTER	 COLOR LTU (56 LIP SHADE VARIANT) Update with new templates and graphics Select Doors Unit Code #: PG53-60 Graphic Update Code #: G98J0-70 Acrylic Update Code #: G8W0-60					 COLOR LTU (56 LIP SHADE VARIANT) Update with new templates and graphics All Doors with Color LTU Unit Code #: PG53-60 Acrylic Update Code #: GB7X-60 Graphic Update Code #: GC1H-70			
	 COLOR LTU (36 LIP SHADE VARIANT) Update with new templates and graphics Select Doors Unit Code #: PG53-60 Graphic Update Code #: G98H-70 Acrylic Update Code #: G8W1-60								
	 COLOR HYBRID LTU Boscov's, Independents, Blue Mercury, and Puerto Rico Doors Graphic update Unit Code #: PG5G-60 Graphic Update Code #: G98K-70					 COLOR HYBRID LTU Boscov's, Independents, Blue Mercury, and Puerto Rico Doors Update with new templates and graphics Update Code #: GB9C-60	Select Doors Only All Doors		

ESTÉE LAUDER North America Tester Cadence: Department Stores		FACE		Spring 2025	
	Currently on-counter	JAN	FEB-MAR	APR	JUN-JUL
LAUNCH	 DRAMMING UNIT New graphic updates on all panels Select Doors Unit Code #: PNIP-70 Graphic Update Code #: GA78-70  DRAMMING PEDESTAL Foundation Panels Update Select Doors Pedestal Code #: P4EE-60 Pedestal Update Code #: GA78-70  COLOR/FOUNDATION TRENDING NOW UNIT Update with new templates and graphics Select Doors Unit Code #: PG5F-60 Graphic Update Code #: G9FM-70 Acrylic Update Code #: G8TZ-60			 COLOR/FOUNDATION TRENDING NOW UNIT Update with new templates and graphics Select Doors Unit Code #: PG5F-60 Acrylic Update Code #: GB9E-60 Graphic Update Code #: GC1J-70	
IN-CASE	 DOUBLE WEAR RE-PROMOTE IN-CASE GRAPHIC GRAPHIC Code #: G96S-70  FUTURIST SKINTINT IN-CASE GRAPHIC GRAPHIC Code #: G6B1-70	 FUTURIST SKINTINT REPROMOTE IN-CASE GRAPHIC GRAPHIC Code #: GB7S-70			
LINE TESTER	 FOUNDATION LINE TESTER UNIT Update with new templates and graphics All Doors Unit Code #: PJHJ-60 Acrylic Update Code #: G4AS-60 Graphic Update Code #: G6CS-70			 FOUNDATION LINE TESTER UNIT Update with new templates and graphics All Doors Unit Code #: PJHJ-60 Update Code #: GB7P-60	 Select Doors Only  All Doors

	Currently on-counter	JAN	FEB	MAR-JUN
AERIN	 AERIN LINE FRAGRANCE UNIT Update with new graphics and new product Amber Musk Santal with hard-on-counter date: 8/1 All Doors Except Macy's Graphic Update Code #: G73S-70  AERIN LINE FRAGRANCE UNIT Update with new product Rose Cocoa with hard-on-counter date: 10/1 Macy's Exclusive		 AERIN LINE FRAGRANCE UNIT Update with new fragrances and new templates Macy's Doors Only Graphic Update Code #: GC1R-70  AERIN LINE FRAGRANCE UNIT Update with new fragrances and new templates All Doors Except Macy's Graphic Update Code #: GC1M-70	
LINE TESTER	 LUXURY FRAGRANCE CONVERSION Select Doors Update to Beautiful Fragrance Highlighter Unit Unit Code #: G1RE-60 Graphic Update Code #: GAAS-70  FRAGRANCE LINE TESTER Most Doors Update back riser and platform graphic to Bronze Goddess Unit Code #: PG59-60 Update Code #: G9LJ-70		 FRAGRANCE LINE TESTER Most Doors Update back riser and platform graphic Unit Code #: PG59-60 Update Code #: GC24-70	
IN-CASE & OTHER	 BEAUTIFUL MAGNOLIA RE-PROMOTE IN-CASE PROP GRAPHIC GRAPHIC Code #: GB85-70			Select Doors Only All Doors

SKINCARE LINE TESTER

January Update



Main Platform

1. Perfectionist Pro Brightening Treatment (1.7 oz)
2. Perfectionist Pro Rapid Firm + Lift Treatment (1.7 oz)
3. Perfectionist Pro Rapid Renewal Retinol Treatment (1.0 oz)
4. Perfectionist Pro Multi-Zone Wrinkle Concentrate (0.85 oz)
5. Perfectionist Pro Multi-Defense UV Gel (1.0 oz)
6. Resilience Multi-Effect Face and Neck Creme SPF 15 (1.7 oz)
7. Resilience Multi-Effect Face and Neck Creme SPF 15 Dry (1.7 oz)
8. Resilience Multi-Effect Night Creme (1.7 oz)
9. Resilience Multi-Effect Eye Creme (0.5 oz)
10. Advanced Night Repair Serum Synchronized Multi-Recovery Complex (1.7oz)
11. Advanced Night Repair Overnight Treatment (2.2 oz)
12. Advanced Night Repair Supercharged Eye Gel-Creme (0.5 oz)
13. Revitalizing Supreme+ Night Power Bounce Creme (1.7 oz)
14. Revitalizing Supreme+ Youth Power Creme (1.7 oz)

15. Revitalizing Supreme+ Youth Power Creme SPF 25 (1.7oz)
16. Revitalizing Supreme+ Youth Power Eye Balm (0.5 oz)
17. Daywear Multi-Protection Anti-Oxidant 24H-Moisture Creme SPF 15 (1.7 oz)
18. Daywear Matte Oil-Control Anti-Oxidant Moisture Gel Creme (1.7 oz)
19. Daywear Anti-Oxidant 72H Hydration Sorbet Creme SPF 15 (1.7 oz)
20. Daywear Eye Cooling Anti-Oxidant Moisture Gel Creme (0.5 oz)

Drawer

21. Micro Essence Treatment Lotion with Bio-Ferment (6.7 oz)
22. Advanced Night Cleansing Balm (2.2 oz)
23. Advanced Night Cleansing Gelée (3.4 oz)
24. Advanced Night Repair Rescue Solution with Bifidus Ferment (0.68 oz)
25. Advanced Night Repair Eye Concentrate Matrix Synchronized Multi-Recovery Complex (0.5 oz)
26. Take It Away Makeup Remover Lotion (6.7 oz)
27. Gentle Eye Makeup Remover (3.4 oz)



MAIN PLATFORM



DRAWER

Continued from Left

28. Perfectly Clean Multi-Action Foam Cleanser/Purifying Mask (5.0 oz)
29. Perfectly Clean Multi-Action Toning Lotion/Refiner (6.7 oz)
30. Perfectly Clean Infusion Balancing Essence Lotion (13.5 oz)
31. Soft Clean Infusion Hydrating Essence Lotion (13.5 oz)
32. Revitalizing Supreme+ Youth Power Power Soft Milky Lotion (3.4 oz)
33. Revitalizing Supreme+ Night Intensive Restorative Creme (1.7 oz)

NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

RE-NUTRIV LINE TESTER

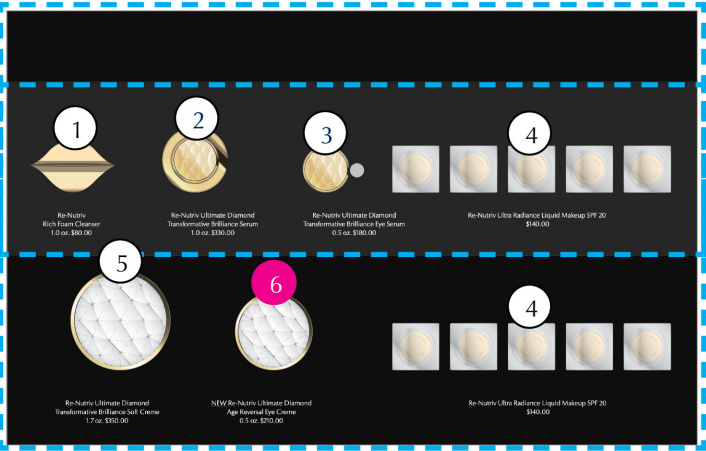
Non-Diamond Department Stores
January Update

HISTORY OF UPDATES

Jan '24	Update with new graphics (G6BM-70).
Jul '24	Update with new graphics (G97Z-70).
Jan '25	Update with new and graphics (Graphic Code #: GBAQ-70).



TOP VIEW



- NEW GRAPHICS
- NEW TEMPLATES & GRAPHICS

Line Tester (Use saleable products except where indicated.)

- Re-Nutriv Rich Foam Cleanser 4.2 oz, (1)
- Re-Nutriv Brilliance Serum 1 oz, (1)
- Re-Nutriv Ultimate Diamond Brilliance Eye Serum 0.5 oz, with applicator (1)
- Re-Nutriv Ultra Radiance Liquid Makeup SPF 20 1 oz, (10)
- Re-Nutriv Ultimate Diamond Brilliance Soft Creme 1.7 oz, (1)
- New Re-Nutriv Ultimate Diamond Age Reversal Eye Creme 0.5oz, (1)

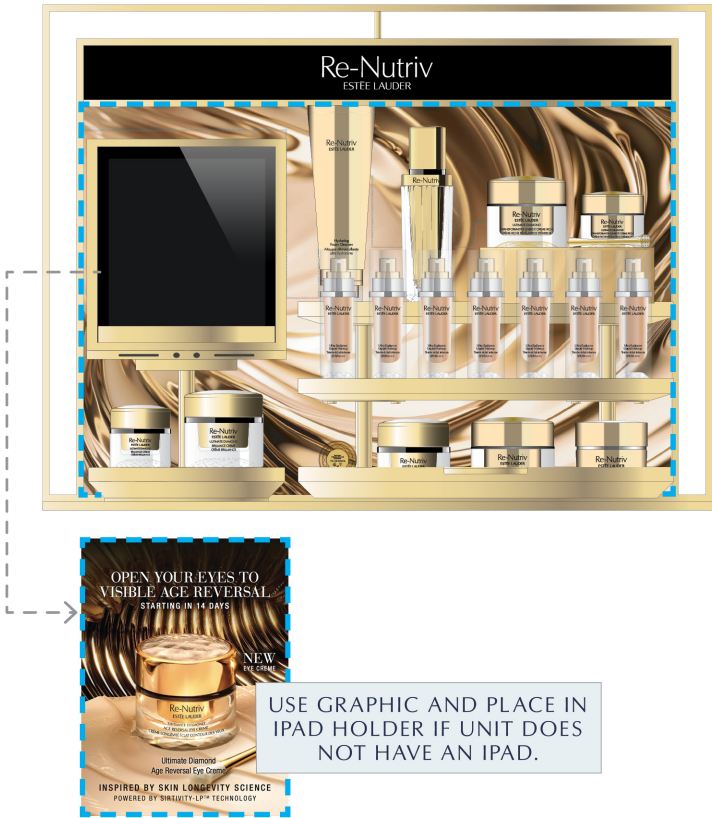


RE-NUTRIV LINE TESTER

Select Diamond Department Stores
January Update

HISTORY OF UPDATES

Jan '24	Update with new graphics and templates (Acrylic Update Code #: G48B-60 Graphic Update Code#: G6BL-70).
Jul '24	Update with new graphics and templates (Graphic Update Code #: G980-70 ; Acrylic Update Code #: G8RY-60).
Jan '25	Update with new template and new graphics (Graphic Code: GBAR-70 Acrylic Update Code: GB7E-60).



TOP VIEW



- NEW GRAPHICS
- NEW TEMPLATES & GRAPHICS

Line Tester (Use saleable products except where indicated.)

- New Ultimate Diamond Age Reversal Eye Creme 0.5oz , (1)
- Re-Nutriv Ultimate Diamond Transformative Brilliance Soft Creme 1.7 oz, (1)
- Re-Nutriv Rich Foam Cleanser 4.2 oz, (1)
- Re-Nutriv Ultimate Diamond Transformative Brilliance Serum 1 oz, (1)
- Re-Nutriv Ultimate Diamond Sculpted Transformation Creme 1.7 oz, (1)
- Re-Nutriv Ultimate Diamond Transformative Energy Eye Creme 0.5 oz, with applicator (1)
- Re-Nutriv Ultra Radiance Liquid Makeup SPF 20 1 oz, (14)
- Re-Nutriv Ultimate Lift Regenerating Youth Serum 1 oz, (1)
- Re-Nutriv Ultimate Diamond Transformative Brilliance Eye Serum 0.5 oz, (1)
- Re-Nutriv Ultimate Lift Regenerating Youth Treatment Lotion 6.7 oz, (1)

- Re-Nutriv Ultimate Diamond Brilliance Creme 1.0 oz, (1)
- Re-Nutriv Intensive Smoothing Hand Creme 3.4 oz, (1)
- Re-Nutriv Ultimate Diamond Transformative Energy Creme Rich 1.7 oz, (1)
- Re-Nutriv Ultimate Lift Regenerating Youth Eye Creme Rich 0.5 oz, (1)
- Re-Nutriv Ultimate Lift Regenerating Youth Eye Creme 0.5 oz, (1)
- Re-Nutriv Ultimate Lift Regenerating Youth Creme 1.7 oz, (1)
- Re-Nutriv Ultimate Lift Regenerating Youth Creme Rich 1.7 oz, (1)

RE-NUTRIV BAR

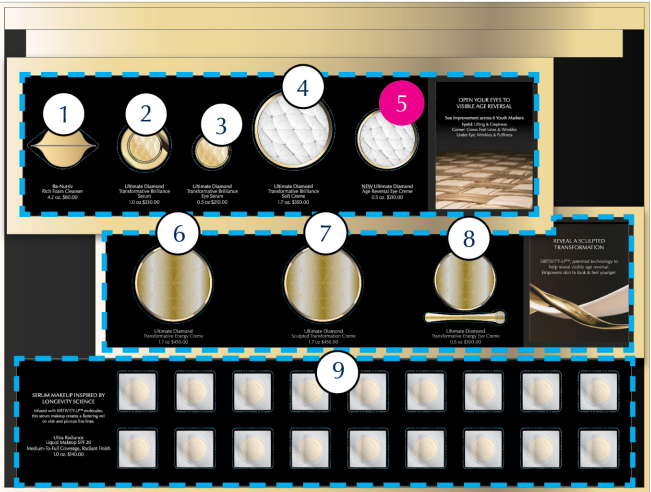
Select Stores
January Update

HISTORY OF UPDATES

Jan '25 Update with new graphics (Graphic Code: GBAP-70).



TOP VIEW



NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

Product List

1. Re-Nutriv Rich Foam Cleanser 4.2 oz, (1)
2. Re-Nutriv Ultimate Diamond Brilliance Serum 1.0oz (1)
3. Re-Nutriv Ultimate Diamond Transformative Brilliance Eye Serum 0.5oz (1)
4. Re-Nutriv Ultimate Diamond Transformative Brilliance Soft Creme 1.7oz (1)
5. New Ultimate Diamond Age Reversal Eye Creme 0.5 oz (1)
6. Re-Nutriv Ultimate Diamond Transformative Energy Creme 1.7oz (1)
7. Re-Nutriv Ultimate Diamond Sculpted Transformation Creme 1.7oz (1)
8. Re-Nutriv Ultimate Diamond Transformative Energy Eye Creme 0.5oz (1)
9. Re-Nutriv Foundation (18)

FOUNDATION LINE TESTER

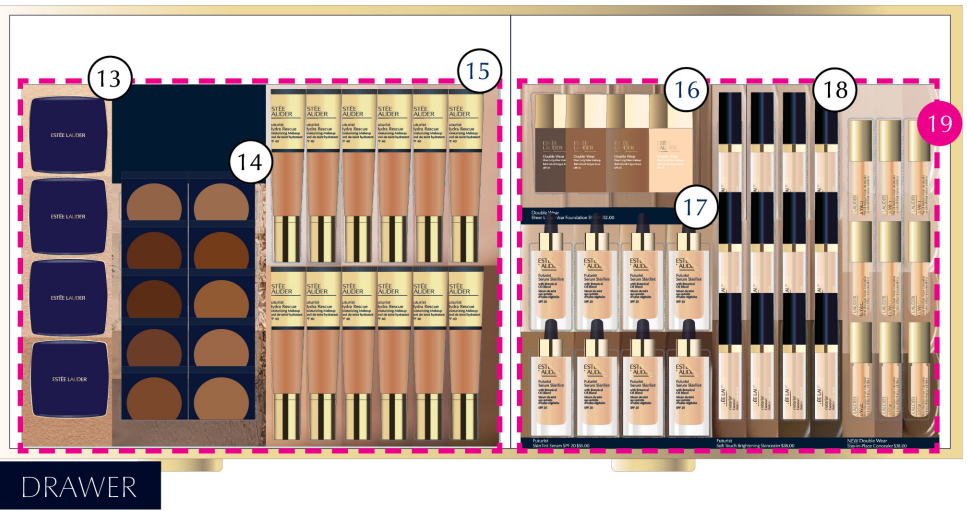
April Update

HISTORY OF UPDATES

Jan '24 Update with new graphics and templates (Acrylic Update Code #: G4AS-60) | (Graphic Update Code #: G6CS-70).

Jul '24 Update with new graphics and templates (Acrylic Update Code #: G4AS-60) | (Graphic Update Code #: G6CS-70).

Apr '25 Update with new template and new graphics (Update Code: GB7P-60).



Product List

1. New Double Wear Concealer (16)
2. Double Wear Stay-In-Place Makeup (24)
3. Double Wear Sheer Longwear Makeup (1)
4. Double Wear Matte Powder (1)
5. Double Wear Stay-In-Place Makeup (1)
6. Futurist SkinTint Serum (1)
7. Futurist Hydra Rescue Moisturizing Makeup SPF 45 (16)
8. Double Wear Smooth and Blur Primer (1)
9. Futurist Aqua Brilliance Watery Glow Primer (1)
10. Futurist Peptide-Power Serum Primer (1)
11. Futurist SkinTint Serum (9)
12. Futurist Soft Touch Brightening Concealer (12)
13. Double Wear Sheer Flattery Loose Powder (4)
14. Double Wear Stay-in-Place Matte Powder (10) (double expose a shade?)
15. Futurist Hydra Rescue Moisturizing Makeup SPF 45 (12)
16. Double Wear Sheer Longwear Makeup (4)
17. Futurist SkinTint Serum (8)
18. Futurist Soft Touch Brightening Concealer (12)
19. New Double Wear Concealer (9)

NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

COLOR LINE TESTER

April Update

HISTORY OF UPDATES

Jan '24	Update with new templates and graphics (Acrylic Update Code #: G4AB-60 Graphics are shipping direct-to-door).
Jul '24	Update with new templates and graphics (Graphic Update Code #: G98J0-70 ; Acrylic Update Code #: G8W0-60).
Apr '25	Update with all new templates and graphics (Graphic Code #: GB7X-60).



Product List

1. Pure Color Explicit Slim Lipstick (10)

2. Pure Color Explicit Slim Matte Lipstick (10)

3. New Melt On Gloss Stick (8)

4. Pure Color Lipsticks (24)

5. Pure Color Envy Luxe Eyeshadow Quads (6) (closed compacts)

6. Pure Color Envy Luxe Eyeshadow Quads (1) (open compact)

7. Sumptuous Extreme Lash Multiplying Volume Mascara (1)

8. Turbo Lash High Powered Volume + Length Mascara (1)

9. Brow Multi-Tasker (2)

10. Pure Color Envy Sculpting Blush (2) (godets)

11. Pure Color Envy Sculpting Blush (1) (open compact)

12. Bronze Goddess Matte and Glow Bronzing Trio (1) (open compact)

13. Bronze Goddess Powder Bronzer (2) (closed compact)

14. Bronze Goddess Healthy Glow Bronzer (1) (open compact)

15. Bronze Goddess Healthy Glow Bronzer (1)(closed compact)

16. Bronze Goddess Highlighting Powder Gelée (1) (closed compact)

17. Pure Color Lipstick (16)
18. Pure Color Explicit Slim Matte Lipstick (2)

19. Pure Color Explicit Slim Lipstick (2)

20. Double Wear 24H Stay-in-Place Lip Liner (12)

21. Pure Color Revitalizing Crystal Balm (6)

22. Pure Color Envy Color Replenish Balm(1)

23. Pure Color Envy Sculpting Blush (2) (in godets)

24. Bronze Goddess Highlighting Powder Gelée (2) (closed compact)

25. Turbo Lash Serum (1)

26. Brow Multi-Tasker (8)

27. Kajal Eyeliner (4)

28. Little Black Liner (1)

29. Double Wear Stay-In-Place Eye Pencil (10)

30. Double Wear Infinite Waterproof Eyeliner (4)

31. Sumptuous Extreme Waterproof (1)

32. Double Wear Zero-Smudge Lengthening Mascara (1)

33. Little Black Primer (1)

NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

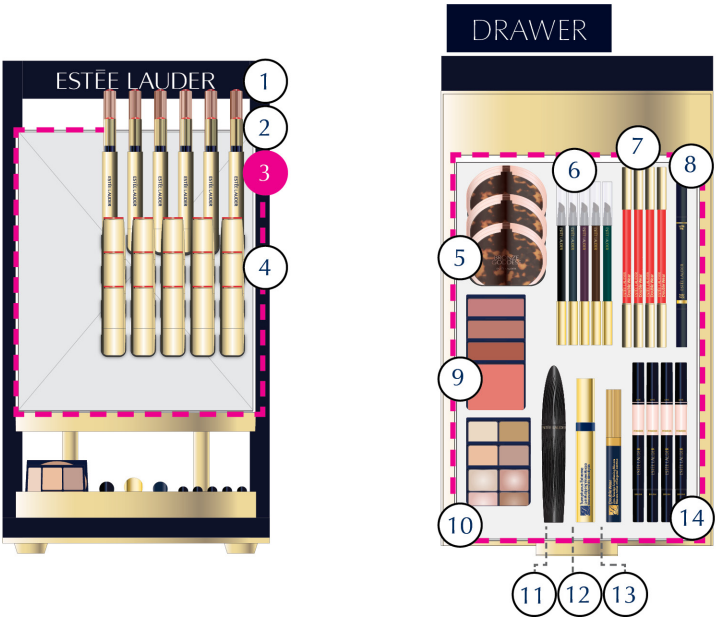
COLOR HYBRID UNIT

April Update

Boscov's, Independents, Blue Mercury, and Puerto Rico Doors

HISTORY OF UPDATES

Jan '24	Update with new top template and all new graphics (Acrylic Update Code #: G49B-60) (Graphic Update Code #: G6CQ-70).
Jul '24	Update with new graphics and new lipsticks (G98K-70).
Apr '25	Update with new graphics and new lipsticks (GB9C-60).



Product List

Main Platform

1. Pure Color Explicit Shine Lipstick (6)

2. Pure Color Explicit Shine Matte Lipstick (6)

3. New Melt-On Gloss Stick (6)

4. Pure Color Lipstick (15)

Drawer

5. Bronze Goddess Powder Bronzer (3) (in compacts)

6. Double Wear Stay-In-Place Eye Pencil (5)

7. Double Wear 24H Stay-in-Place Lip Liner (4)

8. Little Black Liner (1)

9. Pure Color Envy Sculpting Blush (4) (in godets)

10. Pure Color Envy Luxe Eyeshadow Quads (3) (in godets)

11. Turbo Lash High Powered Volume + Length Mascara (1)

12. Sumptuous Extreme Lash Multiplying Volume Mascara (1)

13. Double Wear Zero-Smudge Lengthening Mascara (1)

14. Brow Multi-Tasker (4)

NEW GRAPHICS
NEW TEMPLATES & GRAPHICS



NIGHTTIME TESTER MAINTENANCE/
CLEANING RITUAL

To clean, use a soft dry cloth.
Never use sprays of any kind to clean unit.

Unit Code #:

AERIN

February Update

ALL DOORS WITH AERIN EXCEPT MACY’S AND SPECIALTY DOORS
(BLOOMINGDALES, NEIMAN’S, SAKS, AND NORDSTROM)

HISTORY OF UPDATES

Feb '24	Update center graphic and add new Med. Honey Tiare on the "New and Best Sellers" platform (Update Code #: G73S-70).
Aug '24	Update to place new product assortment on unit and new graphics shelf graphics.
Feb '25	Update with new graphics and new middle template (GC1M-70).

Unit Code #:

AERIN

February Update

MACY’S DOORS ONLY

HISTORY OF UPDATES

Aug '24	Update to place new product assortment on unit.
Oct '24	Update to place new product assortment on unit.
Feb '25	Update with new graphics and new middle template (GC1R-70).

TOP VIEW

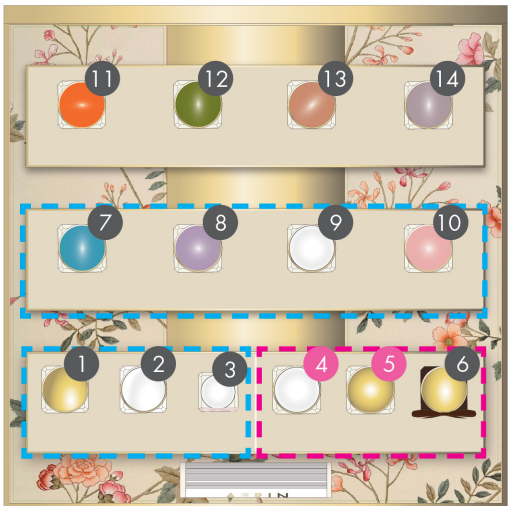


Line Tester (Use salable products)

1. Rose de Grasse 1.7 oz
2. Rose de Grasse Joyful Bloom 1.7 oz
3. Rose de Grasse Pour Filles 1.0 oz
4. New Med. Honey Figue 1.7 oz
5. New Tuberose Gardenia 1.7 oz
6. Mediterranean Honeysuckle 1.7 oz
7. Wild Geranium 1.7 oz
8. Ikat Jasmine 1.7oz
9. Lilac Path 1.7oz
10. Hibiscus Palm 1.7oz
11. Cedar Violet 1.7oz
12. Amber Musk 1.7oz
13. Amber Musk Santal 1.7 oz

NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

TOP VIEW



Line Tester (Use salable products)

1. Rose de Grasse 1.7 oz
2. Rose de Grasse Joyful Bloom 1.7 oz
3. Rose de Grasse Pour Filles 1.0 oz
4. New Med Honeysuckle Figue 1.7 oz
5. New Tuberose Gardenia 1.7 oz
6. Rose Cocoa 1.7 oz
7. Mediterranean Honeysuckle 1.7 oz
8. Wild Geranium 1.7oz
9. Ikat Jasmine 1.7 oz
10. Lilac Path 1.7 oz
11. Hibiscus Palm 1.7 oz
12. Cedar Violet 1.7 oz
13. Amber Musk 1.7 oz
14. Amber Musk Santal 1.7 oz

NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

BEAUTIFUL FRAGRANCE HIGHLIGHTER UNIT

No Spring '25 Update

HISTORY OF UPDATES

Nov '22	Puck update to add new Oasis Dawn fragrance (Puck update: G3PY- 60 Graphic update: G4MN-70).
Jan '23	Remove and discard puck for Oasis Dawn.
Sept '24	Convert Unit to Beautiful Highlighter Unit (Graphics direct-to-door).



TOP VIEW

Product List

- Beautiful Magnolia Eau de Parfum, 3.4 oz (1)
- Beautiful Magnolia L'Eau Eau de Toilette, 1.7 oz (1)
- Beautiful Eau de Parfum, 3.4 oz (1)
- Beautiful Eau de Parfum, 2.5 oz (1)

NEW GRAPHICS
NEW TEMPLATES & GRAPHICS



NIGHTTIME TESTER MAINTENANCE/
CLEANING RITUAL
To clean, use a soft dry cloth.
Never use sprays of any kind to clean unit.

FRAGRANCE LINE TESTER UNIT

March Update

HISTORY OF UPDATES

Feb '24	Update with new back riser and platform graphic (TBD).
Jul '24	Update with new backriser and top platform graphic (G9LJ-70).
Mar '25	Update with new backriser and top platform graphic (GC24-70).



FOCUS PLATFORM

MAIN PLATFORM



NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

Product List

Focus Platform

- Bronze Goddess Eau Fraîche Skinscent, 3.4 oz
- Bronze Goddess Nuit Eau de Parfum, 3.4 oz

Main Platform (Preferred Line-up)

- Youth Dew Eau de Parfum Spray, 2.25 oz
- Cinnabar Eau de Parfum Spray, 1.7 oz
- Knowing Eau de Parfum Spray, 1.7 oz
- Estée Lauder Sensuous Eau de Parfum Spray, 3.4 oz
- Beautiful Magnolia L'Eau Eau de Toilette, 3.4 oz
- Beautiful Eau de Parfum, 3.4 oz
- White Linen Eau de Parfum, 2.0 oz
- Pleasures Eau de Parfum, 3.4 oz

FRAGRANCE UNIT BEST PRACTICES:

- Display large (3.4 oz.) sizes only
- Place only 2 fragrances on each platform
- Place "MANDATORY" ("Always On") fragrances on the appropriate platform first. Then, based on your mix of business, fill in with "SUGGESTED" or "OPTIONAL" fragrances on the appropriate platform.

FOCUS LAUNCH PLATFORM

- Beautiful Magnolia Eau De Parfum (#1) (Mandatory)

SPICY

- Cinnabar
- Spellbound
- Tuscany Per Donna
- Youth Dew

WOODY

- Sensuous
- Knowing

FLORAL

- Beautiful (#7) (Mandatory)

OTHER OPTIONS IF YOU ARE OUT OF STOCK ON THE ABOVE

- Estée
- Pleasures Intense
- Private Collection
- Tuberose Gardenia

FRESH

- Pleasures (#10) (Mandatory)
- White Linen (#9) (Mandatory)

OTHER OPTIONS IF YOU ARE OUT OF STOCK ON THE ABOVE

- Aliage
- Azuree

TRENDING NOW SKINCARE UNIT

January Update

HISTORY OF UPDATES

Feb '24	Update with new templates and graphic. (Acrylic Update Code #: G47Z-60) (Graphic Update Code #: G6BS-70).
Sept '24	Update with new templates and graphic. (Update Code #: G8RR-60)
Jan '25	Update with corrected top template to fit Supreme Night Bounce and update with new graphics (GBAS-70).



Product List

Main Platform

- 1. Advanced Night Repair Serum Synchronized Multi-Recovery Complex (1.7oz)
- 2. Supreme+ Night Bounce Creme (1.7 oz) - same footprint as existing Supreme+ Night

Drawer

- 3. Advanced Night Cleansing Gelée (3.4 oz)
- 4. Advanced Night Repair Rescue Solution with Bifidus Ferment (0.68 oz)
- 5. Advanced Night Repair Supercharged Gel-Creme Synchronized Multi-Recovery (0.5 oz)
- 6. Advance Night Repair Overnight Treatment (2.3 oz)

- NEW GRAPHICS
- NEW TEMPLATES & GRAPHICS



TRENDING NOW COLOR/ FOUNDATION UNIT

April Update

HISTORY OF UPDATES

Jan '24	Update with new graphics with new S.R.P.s (Graphic Update Code #: G6S5-70).
Jul '24	Update with new templates and graphic. (Acrylic Update Code #: G8TZ-60) (Graphic Update Code #: G9FM-70).
Apr '25	Update with new templates and graphics (Update Code: GB9E-60)



Product List

Main Platform

- 1. Double Wear Stay-In-Place Makeup (1)
- 2. New Double Wear Concealer (1)
- 3. Pure Color Lipstick (1)

Drawer

- 4. Double Wear Stay-In-Place Makeup (3)
- 5. New Double Wear Concealer (3)
- 6. Pure Color Lipstick (3)

- NEW GRAPHICS
- NEW TEMPLATES & GRAPHICS

TRENDING NOW

iMATCH/YOUCAM UNIT

April Update

HISTORY OF UPDATES

Jan '24	Update with new graphics (Graphic Update Code #: G6S6-70).
Jul '24	Update with new templates and graphic. (Update Code #: G9FM-70).
Apr '25	Update with new templates and graphics (Update Code #: GB9F-60).



DRAWER

Product List

Main Platform

1. iPad with YouCam

Drawer

2. Double Wear Stay-In-Place Makeup (3)
3. New Double Wear Concealer (3)
4. Pure Color Lipstick (3)

- NEW GRAPHICS
- NEW TEMPLATES & GRAPHICS



DRAMMING UNIT & DRAMMING PEDESTAL

No Spring '25 Update

HISTORY OF UPDATES

Aug '23	Update with all new unit and pedestal graphics (Dramming Unit Graphics: C56B-70 Dramming Tower Magnetic Graphics: G56D-70).
Sept '24	Update with new graphics on all sides of unit and pedestal (GA78-70).

SIDES 1 & 2



MAGNETIC PANELS 1 & 2

SIDES 3 & 4

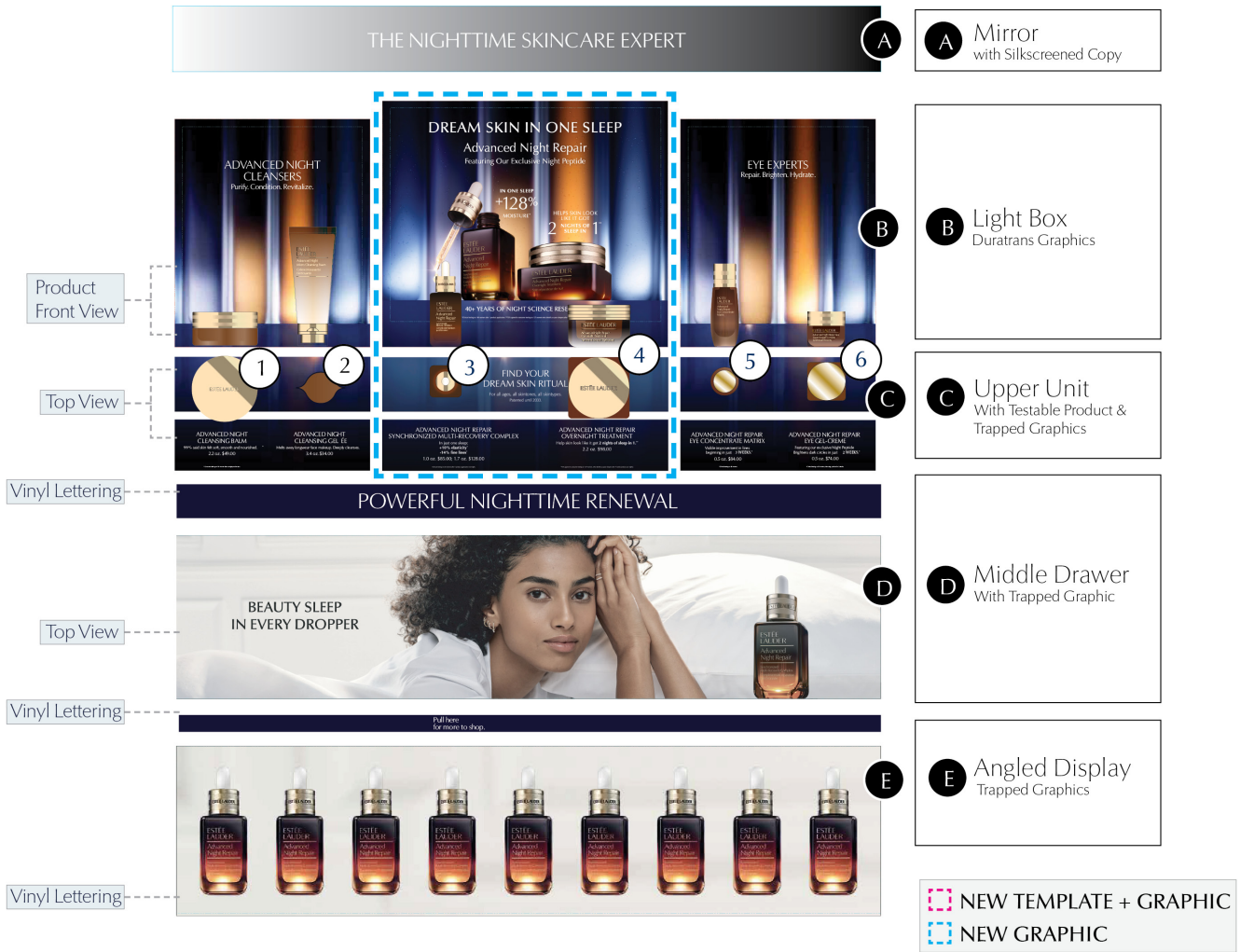


MAGNETIC PANELS 3 & 4

OPEN SELL/ MSNA VM UNITS

ANR DISTORTION TABLE (LARGE)
January Update

HISTORY OF UPDATES	
Jan '24	Update with all new graphics (G6BG-70).
Jul '24	Update with new graphics (TBD).
Jan '25	Update with new graphics (GBFT-70).

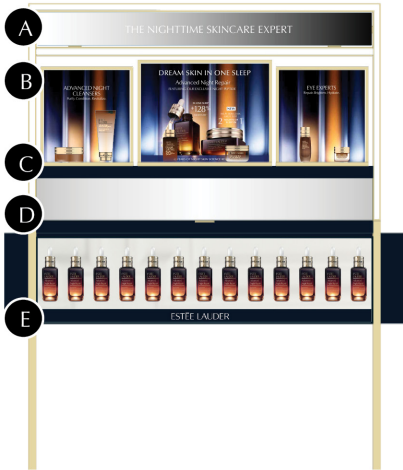


Product List

C. Upper Unit (Testable product marked out of saleable stock)

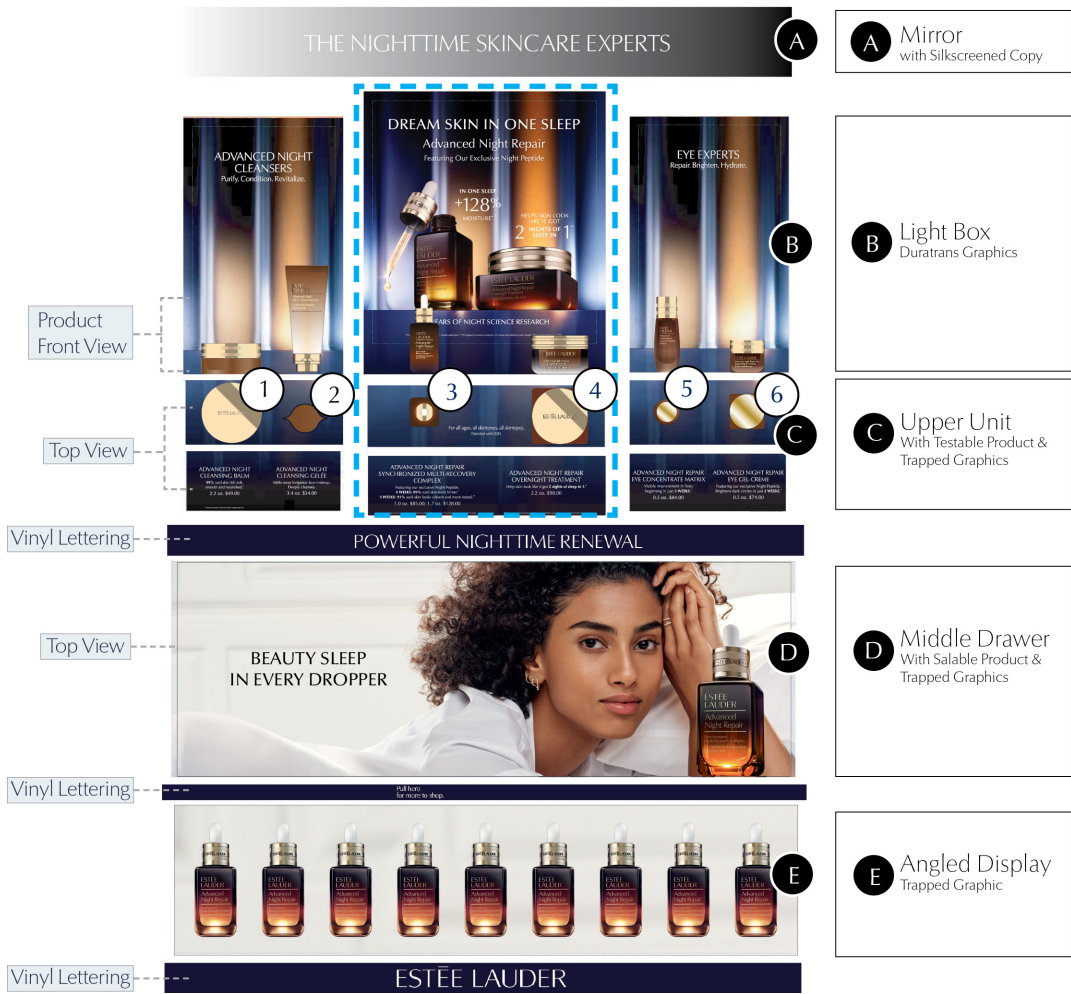
1. Advanced Night Cleansing Balm (2.2 oz)
2. Advanced Night Cleansing Gelée (3.4 oz)
3. Advanced Night Repair Eye Concentrate Matrix Synchronized Multi-Recovery Complex, 0.5 (l)
4. Advanced Night Repair Overnight Treatment (2.2 oz)
5. Advanced Night Repair Eye Supercharged Complex, 0.5 oz (1)
6. Advanced Night Repair Synchronized Multi-Recovery Complex, 1.7 oz (3)

D. Middle Drawer: Place saleable boxes (secondary packaging) in drawer.



ANR DISTORTION TABLE
(MEDIUM)
July Update

HISTORY OF UPDATES	
Jan '24	Update with all new graphics (G6BE-70) I Medium Half (G6BF-70).
Jul '24	Update with new graphics (TBD).
Jan '25	Update with new graphics (Medium: GBFS-70 I Medium Half: GBFR-70).



Product List

C . Upper Unit (Testable product marked out of saleable stock)

1. Advanced Night Cleansing Balm (2.2 oz)
2. Advanced Night Cleansing Gelée (3.4 oz)
3. Advanced Night Repair Eye Concentrate Matrix Synchronized Multi-Recovery Complex, 0.5 (l)
4. Advanced Night Repair Overnight Treatment (2.2 oz)
5. Advanced Night Repair Eye Supercharged Complex, 0.5 oz (1)
6. Advanced Night Repair Synchronized Multi-Recovery Complex, 1.7 oz (3)

D. Middle Drawer: Place saleable boxes (secondary packaging) in drawer.

MOISTURIZERS
DISTORTION TABLE (LARGE)
January Update

HISTORY OF UPDATES

Jan '24	Update with new graphics (G6BH-70).
Jul '24	Update with new graphics (TBD).
Jan '25	Update with new graphics (GBFY-70).



MOISTURIZERS
DISTORTION TABLE (MEDIUM)
January Update

HISTORY OF UPDATES

Jan '24	Update with new graphics (Medium: G6BJ-70 Medium Half: G6BK-70).
Jul '24	Update with new graphics (Medium: GBFX-70 Medium Half: GBFW-70).



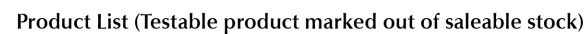
GRAPHICS BELOW ARE FOR MEDIUM HALF TABLES



NEW TEMPLATE + GRAPHIC
NEW GRAPHIC

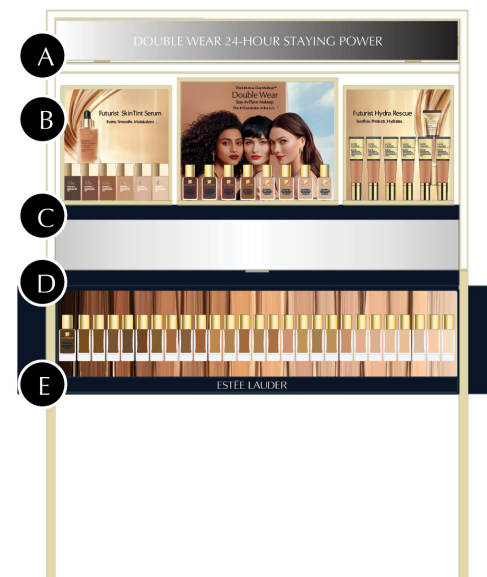
January Update

Jan '24	Update with new graphics (G6SA-70).
Jul '24	Update with new graphics (G9CK-70).
Jan '25	Update with new drawer graphic (GBGC-70).



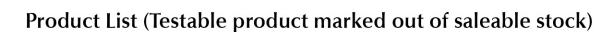
Upper Unit

1. Futurist SkinTint Serum (6)
2. Double Wear Stay-In-Place Foundation (8)
3. Futurist Hydra Rescue Moisturizing Makeup SPF 45 (6)



January Update

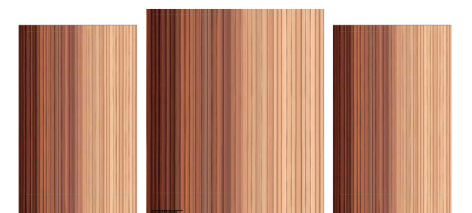
Jan '24	Update with new graphics (Medium: G6SB-70 Medium Half: G6SC-70).
Jul '24	Update with new graphics (Medium: G9CM-70 Medium Half: G9CL-70).
Jan '25	Update with new graphics (Medium: GBGA-70 Medium Half: GBGD-70).



Upper Unit

1. Futurist SkinTint Serum (6)
2. Double Wear Stay-In-Place Foundation (5)
3. Futurist Hydra Rescue Moisturizing Makeup SPF 45 (5)

GRAPHICS BELOW ARE FOR MEDIUM HALF TABLES



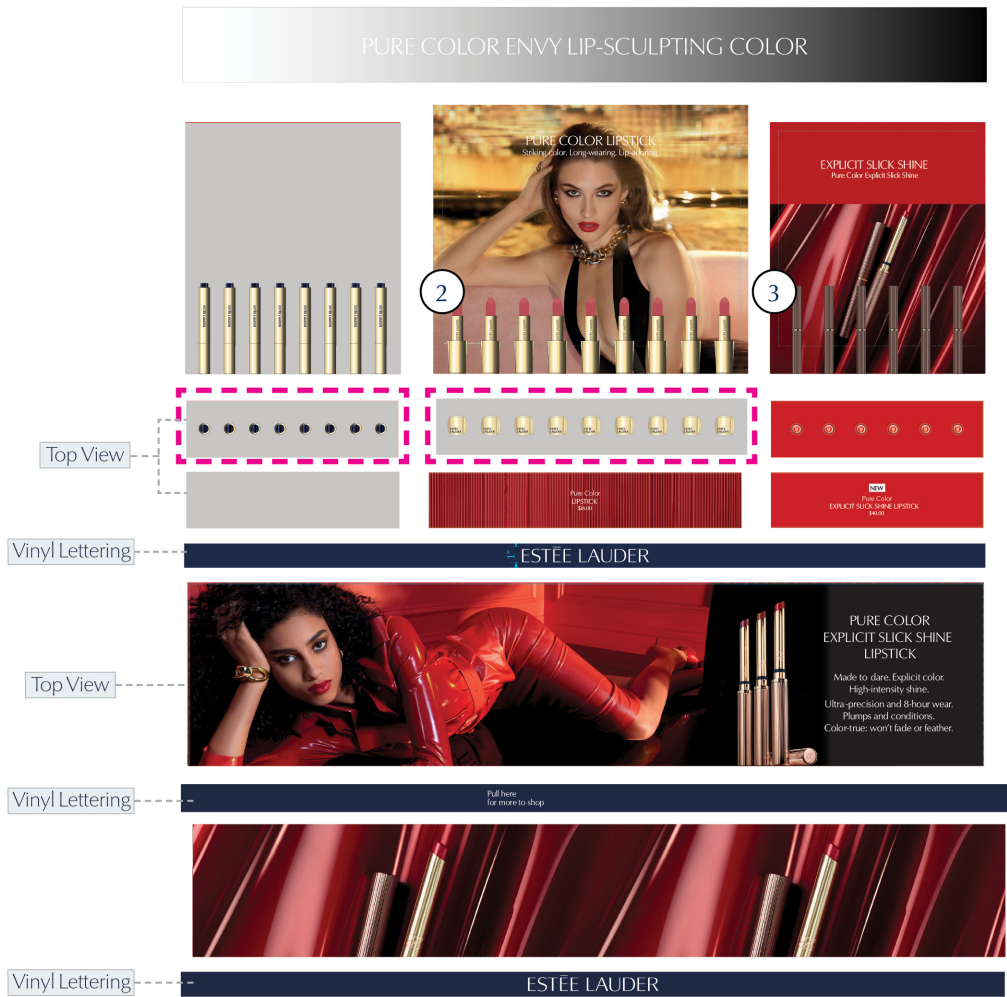
- NEW TEMPLATE + GRAPHIC
- NEW GRAPHIC

LIP DISTORTION TABLE (LARGE)

March Update

HISTORY OF UPDATES

Jul '24	Update with new graphics (G9CN-70).
Mar '25	Update with new templates and new graphics



A Mirror with Silkscreened Copy

B Light Box Duratrans Graphics

C Upper Unit With Testable Product & Trapped Graphics

D Middle Drawer With Salable Product & Trapped Graphics

E Angled Display With Display Product & Trapped Graphics

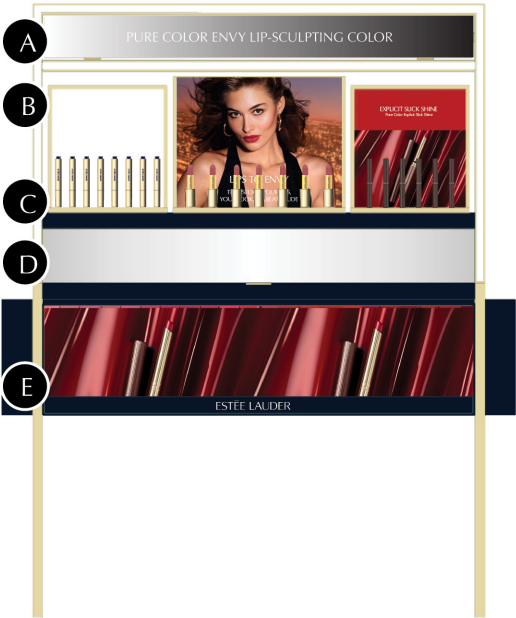
NEW TEMPLATE + GRAPHIC
NEW GRAPHIC

Product List (Testable product marked out of saleable stock)

Upper Unit

1. New Pure Color Gloss Stick (8)
2. Pure Color Sculpting Lipstick (9)
3. Pure Color Explicit Slick Shine Lipstick (3)
Pure Color Explicit Slike Matte Lipstick (3)

Middle Drawer - Graphic Only



A

B

C

D

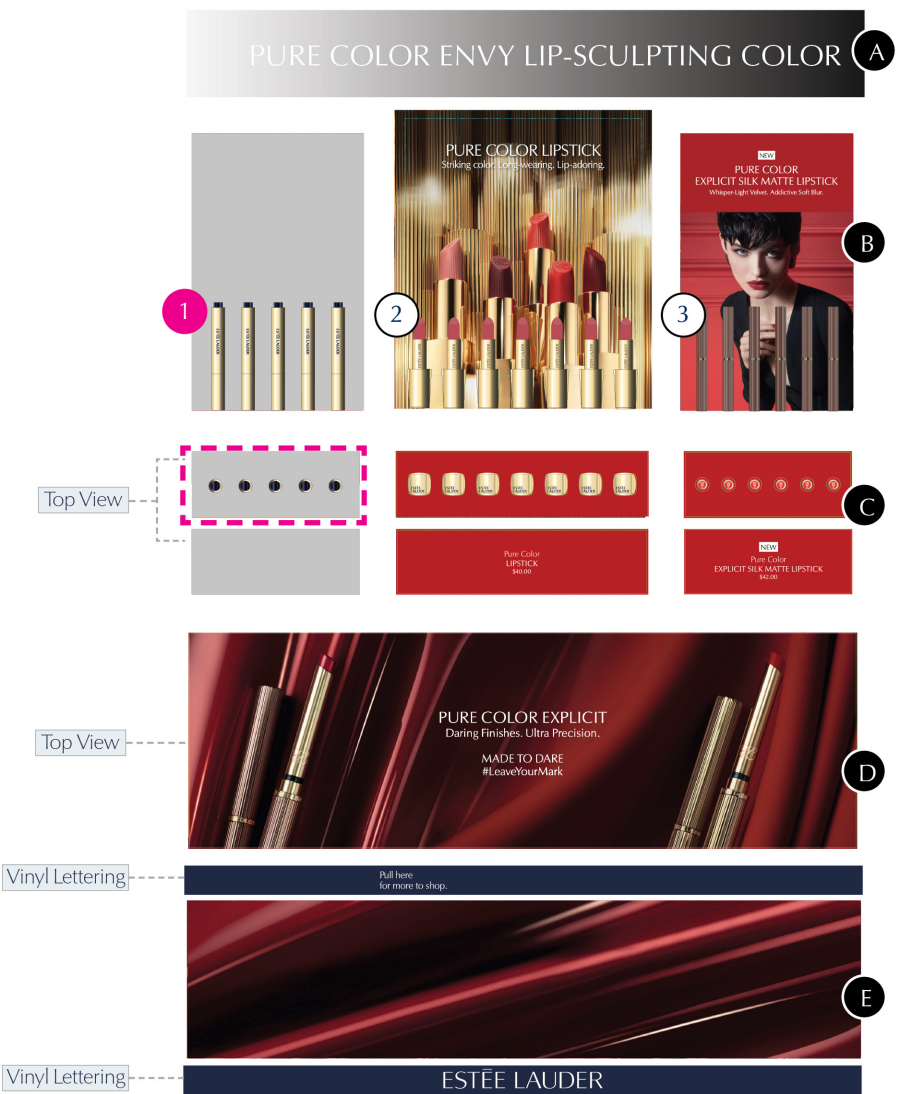
E

LIP DISTORTION TABLE (MEDIUM)

March Update

HISTORY OF UPDATES

Jul '24	Update with new graphics (Medium: G9CQ-70 Medium Half: G9CP-70).
Mar '25	Update with new template and new graphics.



A Mirror with Silkscreened Copy

B Light Box* Duratrans Graphics

C Upper Unit With Testable Product & Trapped Graphics

D Middle Drawer with Salable Product & Trapped Graphics

E Angled Display with Product & Trapped Graphic

GRAPHICS BELOW ARE FOR MEDIUM HALF TABLES



NEW TEMPLATE + GRAPHIC
NEW GRAPHIC

Product List (Testable product marked out of saleable stock)

Upper Unit

1. New Pure Color Gloss Stick (5)
2. Pure Color Envy Sculpting Lipstick (7)
3. Pure Color Explicit Slick Shine Lipstick (3)
Pure Color Explicit Slike Matte Lipstick (3)

Middle Drawer - Graphics Only

ADVANCED NIGHT REPAIR
Skincare Lit Angled Unit
January Update

HISTORY OF UPDATES	
Jan '24	Update with new graphics (G6BP-70).
Jul '24	Update with new graphics (G9CZ-70).
Jan '25	Update with new graphics (GBAN-70).



UNIT BASE

Product List

Advanced Night Repair Unit

1. Advanced Night Repair Eye Gel-Creme, 0.5 oz (I)
2. Advanced Night Repair Eye Concentrate Matrix Synchronized Multi-Recovery Complex, 0.5 (I)
3. Advanced Night Repair Synchronized Multi-Recovery Complex, 1.7 oz (I)
4. Advanced Night Repair Rescue Solution with Bifidus Fermet, 0.68 oz (I)
5. Advanced Night Repair Overnight Treatment, 2.2 oz(I)

Doors who have Skincare Lit Angled Units, place units in the following order from left to right:

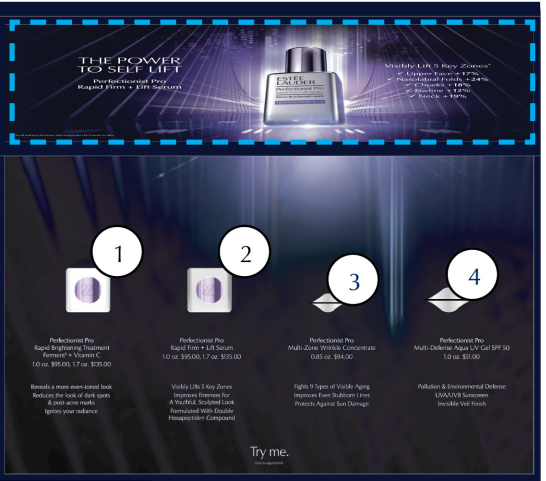
1. Advanced Night Repair
2. Perfectionist Pro
3. Supreme+ Moisturizer
4. DayWear & Resilience Moisturizers
5. Night Story



NIGHTTIME TESTER MAINTENANCE/
CLEANING RITUAL
To clean, use a soft dry cloth.
Never use sprays of any kind to
clean unit.

PERFECTIONIST PRO
Skincare Lit Angled Unit
January Update

HISTORY OF UPDATES	
Jan '24	Update with new graphics (G6BP-70).
Jul '24	Update with new graphics (G9CZ-70).
Jan '25	Update with new graphics (GBAN-70).



UNIT BASE

Product List

Perfectionist Pro Unit

1. Perfectionist Pro Rapid Brightening Treatment (1.7 oz)
2. Perfectionist Pro Rapid Firm + Lift Serum (1.7 oz)
3. Perfectionist Pro Multi-Zone Wrinkle Concentrate (0.85 oz)
4. Perfectionist Pro Multi-Defense Aqua UV Gel SPF 50 (1.0 oz)

Doors who have Skincare Lit Angled Units, place units in the following order from left to right:

1. Advanced Night Repair
2. Perfectionist Pro
3. Supreme+ Moisturizer
4. DayWear & Resilience Moisturizers
5. Night Story

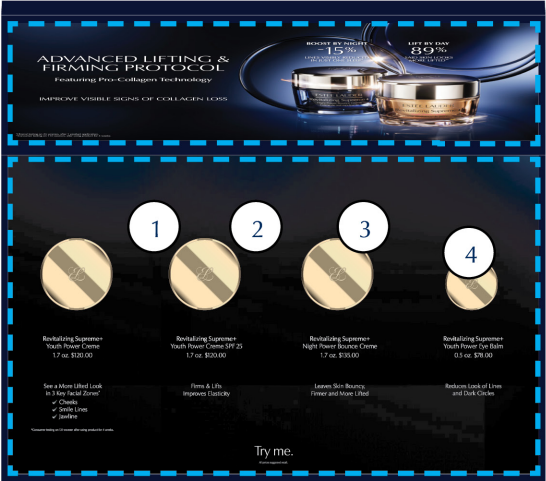


NIGHTTIME TESTER MAINTENANCE/
CLEANING RITUAL
To clean, use a soft dry cloth.
Never use sprays of any kind to
clean unit.

SUPREME+ MOISTURIZER
Skincare Lit Angled Unit
January Update

HISTORY OF UPDATES

Jan '24	Update with new graphics (G6BP-70).
Jul '24	Update with new graphics (G9CZ-70).
Jan '25	Update with new graphics (GBAN-70).



UNIT BASE

Product List

Supreme+ Moisturizer

1. Revitalizing Supreme+ Youth Power Creme (1.7oz)
2. Revitalizing Supreme+ Youth Power Creme SPF (1.7oz)
3. Revitalizing Supreme+ Night Power Bounce Creme (1.7oz)
4. Revitalizing Supreme+ Youth Power Eye Balm (0.5 oz)

Doors who have Skincare Lit Angled Units, place units in the following order from left to right:

1. Advanced Night Repair
2. Perfectionist Pro
3. Supreme+ Moisturizer
4. DayWear & Resilience Moisturizers
5. Night Story



NIGHTTIME TESTER MAINTENANCE/
CLEANING RITUAL
To clean, use a soft dry cloth.
Never use sprays of any kind to
clean unit.

DAYWEAR AND
RESILIENCE MOISTURIZER
Skincare Lit Angled Unit
January Update

HISTORY OF UPDATES

Jul '23	Update with new graphics (G14S-70).
Jan '24	Update with new graphics (G6BP-70).
Jan '25	Update with new graphics (GBAN-70).



UNIT BASE

Product List

Daywear and Resilience Moisturizer

1. Daywear Multi-Protection Anti-Oxidant 24H-Moisture Creme SPF 15 (1.7oz)
2. Daywear Anti-Oxidant 72H Hydration Sorbet Creme SPF 15 (1.7 oz)
3. Resilience Multi-Effect Face and Neck Creme SPF 15 (1.7 oz)
4. Resilience Multi-Effect Night Creme (1.7 oz)

Doors who have Skincare Lit Angled Units, place units in the following order from left to right:

1. Advanced Night Repair
2. Perfectionist Pro
3. Supreme+ Moisturizer
4. DayWear & Resilience Moisturizers
5. Night Story



NIGHTTIME TESTER MAINTENANCE/
CLEANING RITUAL
To clean, use a soft dry cloth.
Never use sprays of any kind to
clean unit.

NIGHT STORY
Skincare Lit Angled Unit
January Update

HISTORY OF UPDATES

Jan '24	Update with new graphics (G6BP-70).
Jul '24	Update with new graphics (G9CZ-70).
Jan '25	Update unit from Micro Essence to Night Story Unit (GBAN-70).

NEW TEMPLATE
NEW GRAPHIC



UNIT BASE

Product List

Micro-Essence

1. Advanced Night Repair Overnight Treatment, 2.2 oz (l)
2. Advanced Night Repair Synchronized Multi-Recovery Complex, 1.7 oz (l)
3. Revitalizing Supreme+ Night Power Bounce Creme, 1.7oz (l)

Doors who have Skincare Lit Angled Units, place units in the following order from left to right:

1. Advanced Night Repair
2. Perfectionist Pro
3. Supreme+ Moisturizer
4. DayWear & Resilience Moisturizers
5. Night Story



NIGHTTIME TESTER MAINTENANCE/
CLEANING RITUAL

To clean, use a soft dry cloth.
Never use sprays of any kind to
clean unit.

FUTURIST
Looks Unit
No Spring '25 Update

HISTORY OF UPDATES

Jul' 23	Update with new graphics.
Jan '24	Update with new graphics (Acrylic and Graphic Update Code #: G68S-60).
Jul' 24	Update with new graphics (G9CH-70).

NEW TEMPLATE
NEW GRAPHIC



TOP VIEW



Product List

Foundation Unit

1. Futurist Peptide-Power Serum Primer (l)
2. Futurist SkinTint Serum (l)
3. Double Wear Smooth and Blur Primer (l)
4. Double Wear Stay-In-Place Makeup (l)
5. Futurist Aqua Brilliance Watery Glow Primer (l)
6. Futurist Hydra Rescue Moisturizing Makeup SPF 45 (l)

BRONZE GODDESS
Looks Unit
April Update

HISTORY OF UPDATES

Jan' 24	Update with new graphics.
Jul' 24	Update with new graphics (G9CJ-70).
Apr '25	Update with new graphics

- NEW TEMPLATE
- NEW GRAPHIC

TOP VIEW



COUNTERS AT
A GLANCE

Product List

Foundation Unit

- Bronze Goddess Eau Fraiche, 1.7oz (1)
- New Bronze Goddess Aegea Fragrance, 1.7oz (name TBD) (1)
- Bronze Goddess Nuit EDP, 1.7 oz (1)
- Bronze Goddess Powder Bronzer, (1)
- Bronze Goddess Highlighting Gelee (1)

SKINCARE

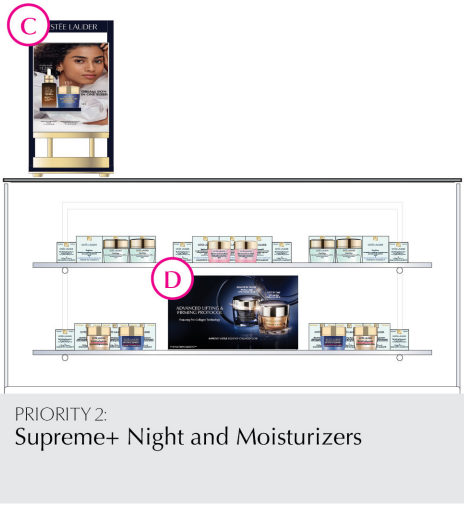
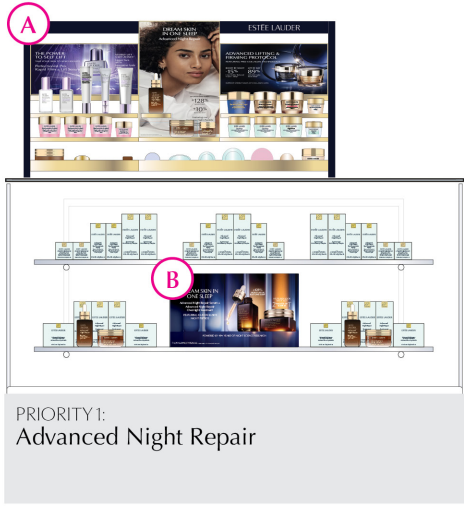
JANUARY

Based on the number of Skincare cases you will have in JANUARY choose one of these scenarios.

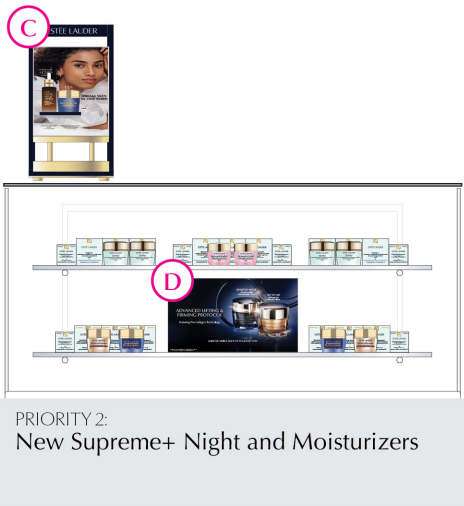
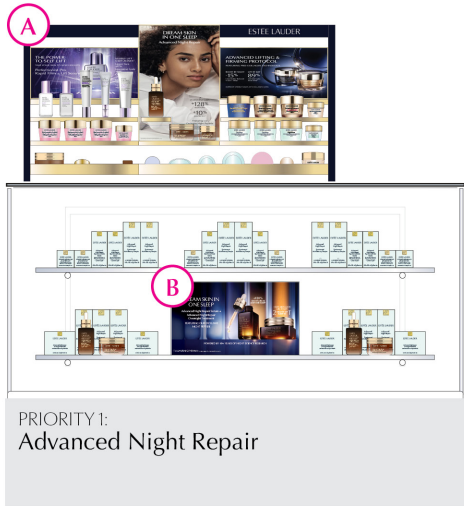
NEW IN JANUARY:

- A** Skincare Line Tester Unit Update
- B** Advanced Night Repair Repromote In-Case Prop Graphic
- C** Skincare Trending Now Unit Update
- D** Supreme+ In-Case Prop Graphic Update
- E** Re-Nutriv Line Tester Unit Update

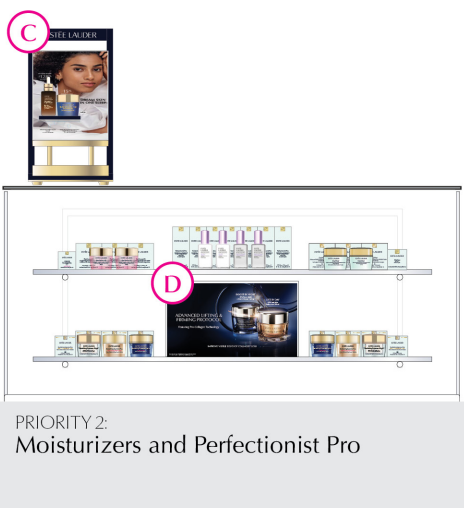
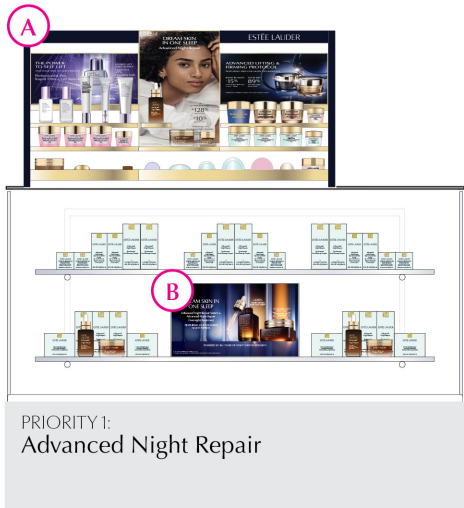
SKINCARE
4 CASE SCENARIO



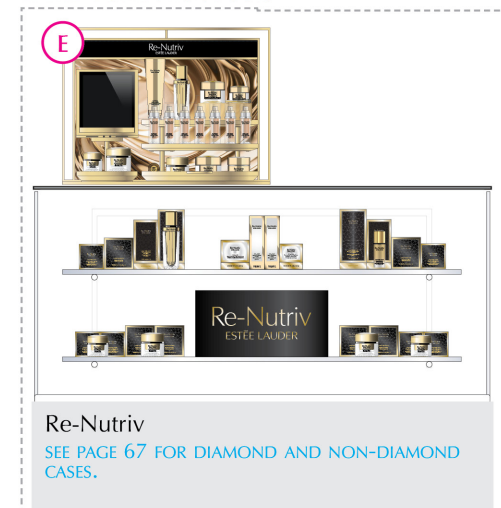
SKINCARE
3 CASE SCENARIO



SKINCARE
2 CASE SCENARIO



LIMITED DISTRIBUTION DOORS



MAKEUP

MAR-APR

Based on the number of Makeup cases you will have in MAR-APR choose one of these scenarios.

NEW IN MARCH:

- (A) Futurist Re-promote In-Case Graphic
- (B) Color Line Tester Unit Update
- (C) Pure Color Gloss Sticks In-Case Graphic

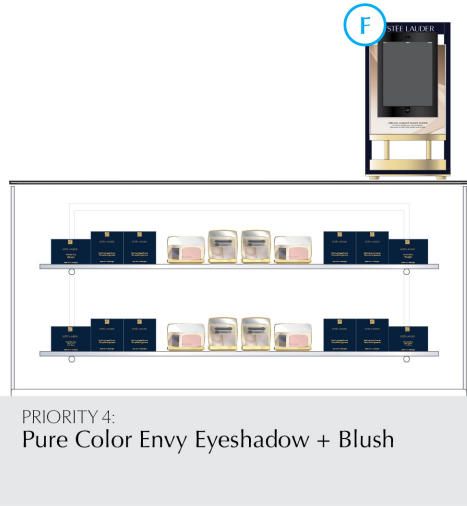
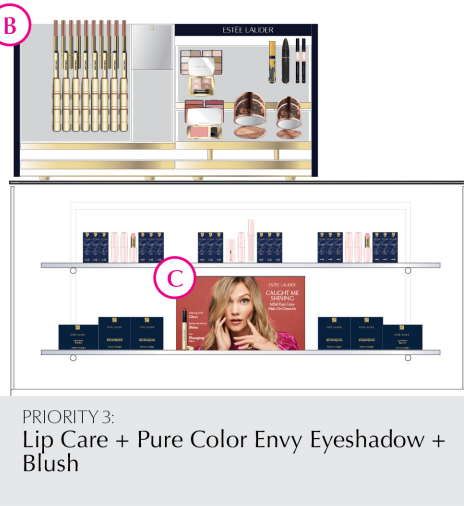
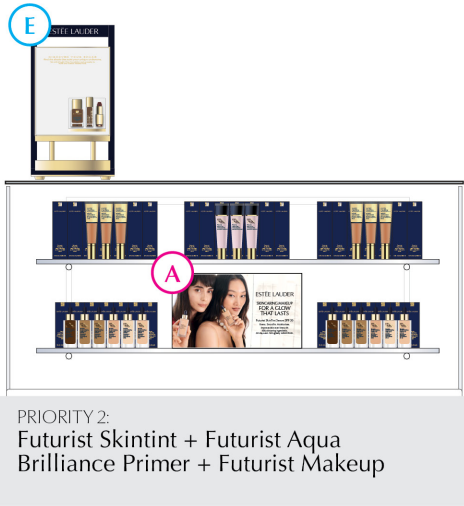
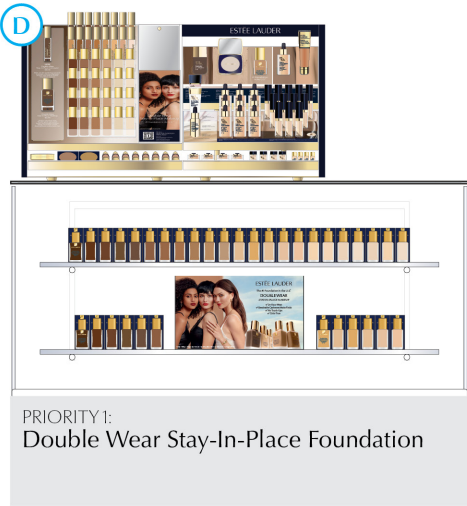
NEW IN APRIL:

- (D) Foundation Line Tester Unit Update
- (E) Color/Foundation Trending Now Unit Update
- (F) YouCam Unit Update

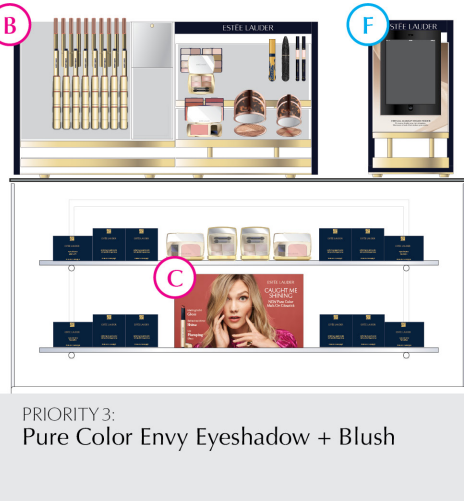
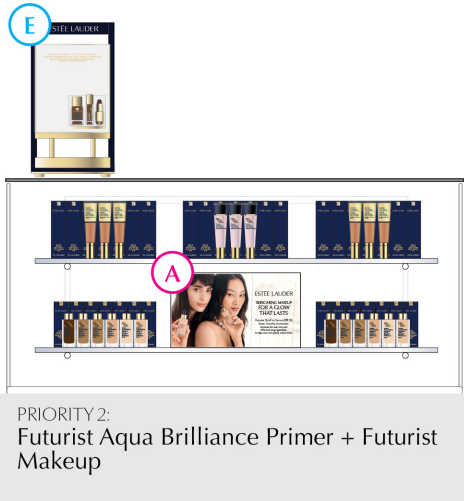
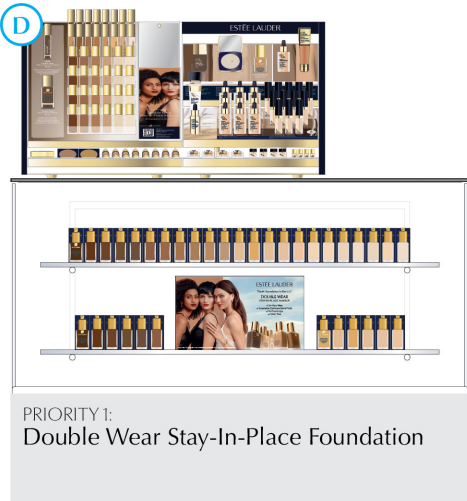
NOTE:

Merchandise all foundation from darkest to lightest (left to right).

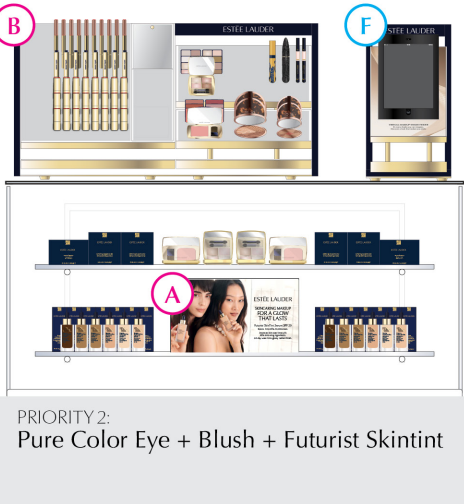
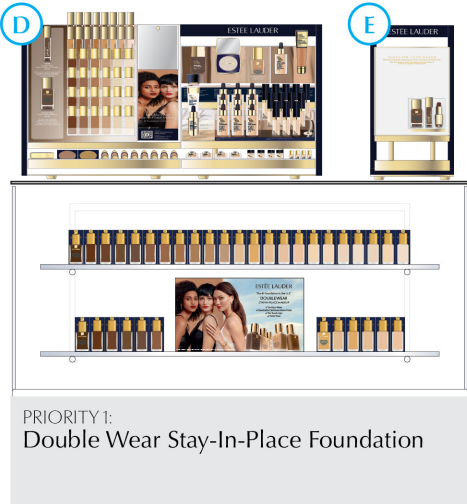
MAKEUP
4 CASE SCENARIO



MAKEUP
3 CASE SCENARIO



MAKEUP
2 CASE SCENARIO



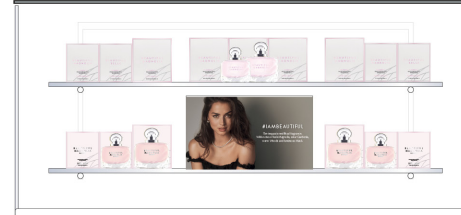
FRAGRANCE
JANUARY

Based on the number of Fragrance cases you will have on JANUARY, choose one of these scenarios.

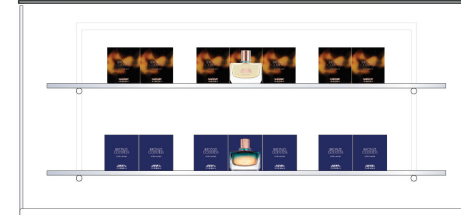
NEW IN JANUARY:

A Fragrance Line Tester Unit Update

FRAGRANCE
4 CASE SCENARIO



PRIORITY 1:
Beautiful Magnolia L'eau + Beautiful
Magnolia



PRIORITY 2: Bronze Goddess



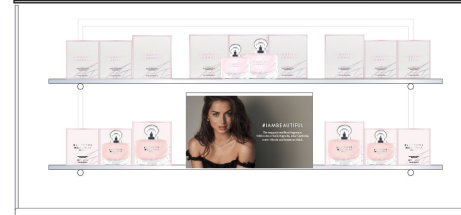
PRIORITY 3: Beautiful



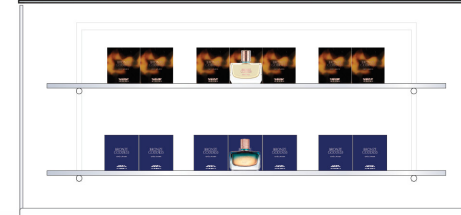
PRIORITY 4:
Mixed Fragrance: Modern Muse +
Pleasures

FRAGRANCE

3 CASE SCENARIO



PRIORITY 1:
Beautiful Magnolia L'eau + Beautiful
Magnolia

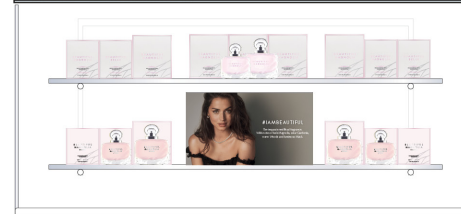


PRIORITY 2:
Bronze Goddess



PRIORITY 3: Beautiful + Pleasures

FRAGRANCE 2 CASE SCENARIO



PRIORITY 1:
Beautiful Magnolia L'eau + Beautiful
Magnolia



PRIORITY 2:
Mixed Fragrance: Bronze Goddess +
Beautiful + Pleasures

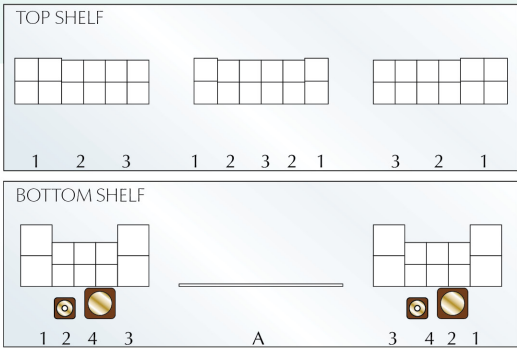
CASE DETAIL SKINCARE

4-CASE SCENARIO

Advanced Night Repair

- 1. Advanced Night Repair Eye Supercharged Complex 0.5oz
- 2. Advanced Night Repair Eye Concentrate Matrix Synchronized Multi-Recovery Complex 0.5oz
- 3. Advanced Night Repair Synchronized Multi-Recovery Complex 1.7oz
- 4. Advanced Night Repair Overnight Treatment (2.2 oz)

A. New Advanced Night Repair Graphic



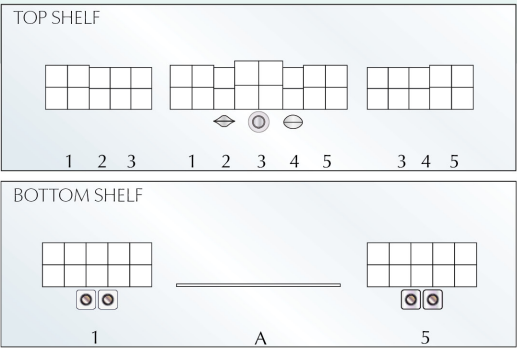
*Amount of stock in case is dependent on stock levels at your store.



Perfectionist Pro

- 1. Perfectionist Pro Rapid Brightening Treatment 1.7oz
- 2. Perfectionist Pro Retinol Treatment 1.0oz
- 3. Perfectionist Pro Instant Resurfacing Peel
- 4. Perfectionist Pro Multi Defense UV Gel 1.7 oz
- 5. Perfectionist Pro Rapid Rapid Firm + Lift Serum 1.7 oz

A. New Perfectionist Pro Graphic



Overhead View
*Amount of stock in case is dependent on stock levels at your store.

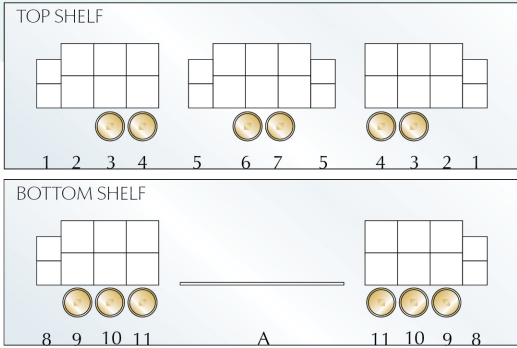


Moisturizers

- 1. DayWear Eye Cooling Anti-Oxidant Moisture GelCreme 0.5oz
- 2. NightWear Plus Anti-Oxidant Night Detox Creme 1.7oz
- 3. DayWear Matte Oil-Control Anti-Oxidant Moisture Gel Creme 1.7 oz
- 4. DayWear Multi-Protection Anti-Oxidant 24H-Moisture Creme SPF 15 1.7oz
- 5. Resilience Multi-Effect Tri-Peptide Eye Creme 0.5 oz
- 6. Resilience Multi-Effect Tri-Peptide Face and Neck Creme SPF 15 1.7 oz
- 7. Resilience Multi-Effect Night Tri-Peptide Face and

- Neck Creme 1.7 oz
- 8. Revitalizing Supreme+ Youth Power Eye Balm 0.5oz
- 9. New Revitalizing Supreme+ Youth Power Creme 1.7oz
- 10. New Revitalizing Supreme+ Night Bounce Creme 1.7oz

A. New Supreme+ In-Case Graphic

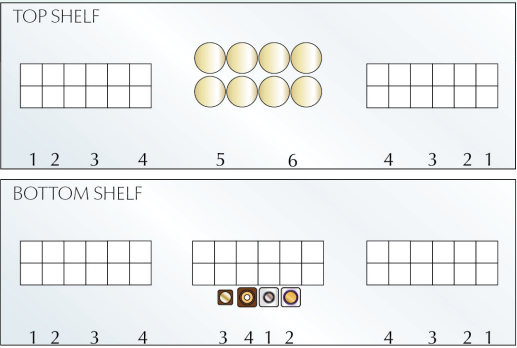


Overhead View
*Amount of stock in case is dependent on stock levels at your store.



Cleansers + Serums

- 1. Perfectionist Pro Rapid Brightening Treatment 1.7oz
- 2. New Perfectionist Pro Rapid Rapid Firm + Lift Serum 1.7 oz
- 3. Advanced Night Repair Rescue Solution with Bifidus Ferment (0.68 oz)
- 4. Advanced Night Repair Synchronized Recovery Complex II 1.7oz
- 5. Soft Clean Infusion 13.5 oz
- 6. Perfectly Clean Infusion 13.5 oz



Overhead View
*Amount of stock in case is dependent on stock levels at your store.

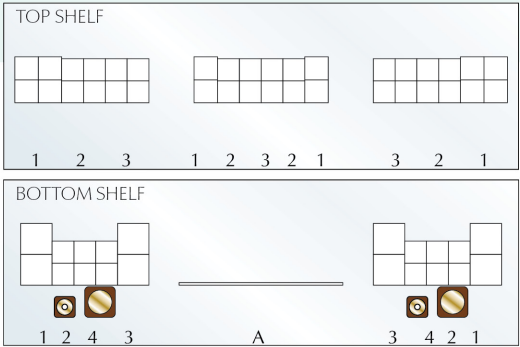


3-CASE SCENARIO

Advanced Night Repair

- 1. Advanced Night Repair Eye Supercharged Complex 0.5oz
- 2. Advanced Night Repair Eye Concentrate Matrix Synchronized Multi-Recovery Complex 0.5oz
- 3. Advanced Night Repair Synchronized Multi-Recovery Complex 1.7oz
- 4. New Advanced Night Repair Overnight Treatment (2.2 oz)

A. New Advanced Night Repair Graphic



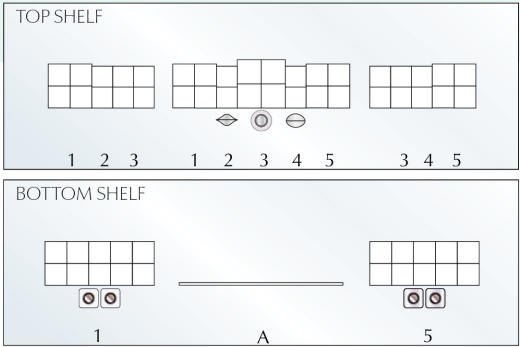
*Amount of stock in case is dependent on stock levels at your store.



Perfectionist Pro

- 1. New Perfectionist Pro Rapid Brightening Treatment 1.7oz
- 2. Perfectionist Pro Retinol Treatment 1.0oz
- 3. Perfectionist Pro Instant Resurfacing Peel
- 4. Perfectionist Pro Multi Defense UV Gel 1.7 oz
- 5. New Perfectionist Pro Rapid Rapid Firm + Lift Serum 1.7 oz

A. Perfectionist Pro Graphic



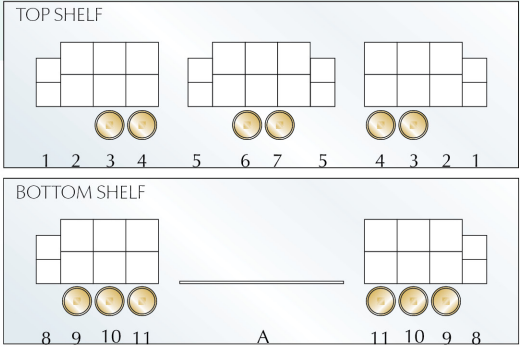
Overhead View
*Amount of stock in case is dependent on stock levels at your store.



Moisturizers

- 1. DayWear Eye Cooling Anti-Oxidant Moisture GelCreme 0.5oz
- 2. NightWear Plus Anti-Oxidant Night Detox Creme 1.7oz
- 3. DayWear Matte Oil-Control Anti-Oxidant Moisture Gel Creme 1.7 oz
- 4. DayWear Multi-Protection Anti-Oxidant 24H-Moisture Creme SPF 15 1.7oz
- 5. Resilience Multi-Effect Tri-Peptide Eye Creme 0.5 oz
- 6. Resilience Multi-Effect Tri-Peptide Face and Neck Creme SPF 15 1.7 oz
- 7. Resilience Multi-Effect Night Tri-Peptide Face and Neck Creme 1.7 oz
- 8. Revitalizing Supreme+ Youth Power Eye Balm 0.5oz
- 9. Revitalizing Supreme+ Youth Power Creme 1.7oz
- 10. New Revitalizing Supreme+ Night Bounce Creme 1.7oz

A. New Supreme+ In-Case Graphic

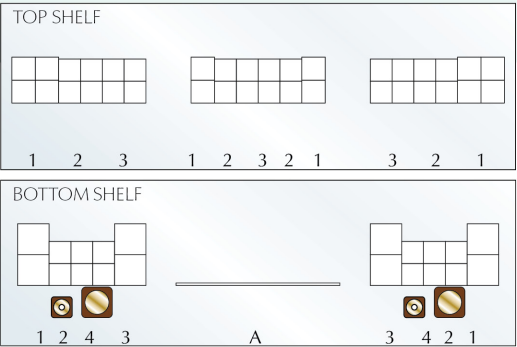


Overhead View
*Amount of stock in case is dependent on stock levels at your store.



Advanced Night Repair

- 1. Advanced Night Repair Eye Supercharged Complex 0.5oz
- 2. Advanced Night Repair Eye Concentrate Matrix Synchronized Multi-Recovery Complex 0.5oz
- 3. Advanced Night Repair Synchronized Multi-Recovery Complex 1.7oz
- 4. New Advanced Night Repair Overnight Treatment (2.2 oz)
- A. New Advanced Night Repair Graphic

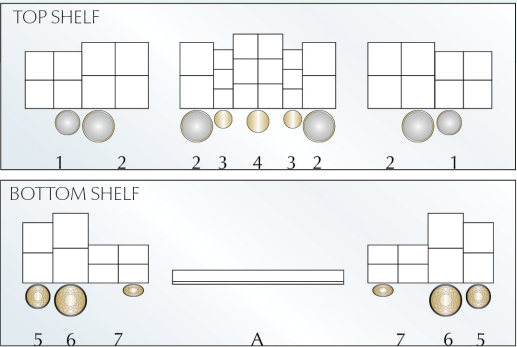


*Amount of stock in case is dependent on stock levels at your store.



Re-Nutriv (Diamond Doors)

- 1. Re-Nutriv Ultimate Lift Regenerating Youth Eye Crème Rich 0.5 oz
- 2. Re-Nutriv Ultimate Lift Regenerating Youth Moisturizer Creme 1.7oz
- 3. Re-Nutriv Ultimate Lift Regenerating Youth Serum 1.0 oz
- 4. Re-Nutriv Ultimate Lift Regenerating Youth Emulsion Moisturizer
- 5. New Re-Nutriv Face Entry Serum (1)
- 6. New Re-Nutriv Ultimate Diamond Brilliance Creme 1.0 oz
- 7. Re-Nutrivultimate Diamond Transformative Eye Serum 0. 5oz
- 8. Re-Nutriv Ultimate Diamond Transformative Brilliance Serum 1.0 oz
- A. Re-Nutriv Logo In-Case Prop (code #: RN7H-70)

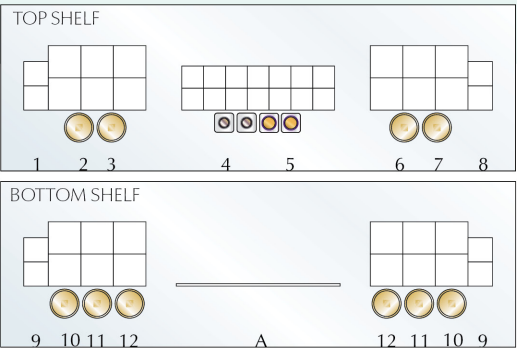


Overhead View
*Amount of stock in case is dependent on stock levels at your store.



Perfectionist Pro + Moisturizers

- 1. Resilience Multi-Effect Tri-Peptide Eye Creme 0.5 oz
- 2. Resilience Multi-Effect Tri-Peptide Face and Neck Creme SPF 15 1.7 oz
- 3. Resilience Multi-Effect Night Tri-Peptide Face and Neck Creme 1.7 oz
- 4. Perfectionist Pro Rapid Brightening Treatment 1.7oz
- 5. Perfectionist Pro Rapid Rapid Firm + Lift Serum 1.7 oz
- 6. DayWear Multi-Protection Anti-Oxidant 24H-Moisture Creme 1.7oz
- 7. DayWear Multi-Protection Anti-Oxidant 24H-Moisture Creme SPF 15 1.7oz
- 8. DayWear Eye Cooling Anti-Oxidant Moisture GelCreme 0.5oz
- 9. Revitalizing Supreme+ Global Anti-Aging Cell Power Eye Balm 0.5oz
- 10. Revitalizing Supreme+ Bright Power Soft Creme (1.7 oz)
- 11. Revitalizing Supreme+ Youth Power Creme SPF 25 1.7 oz
- 12. New Revitalizing Supreme+ Night Bounce Creme 1.7oz
- A. New Supreme+ In-Case Graphic



Overhead View
*Amount of stock in case is dependent on stock levels at your store.

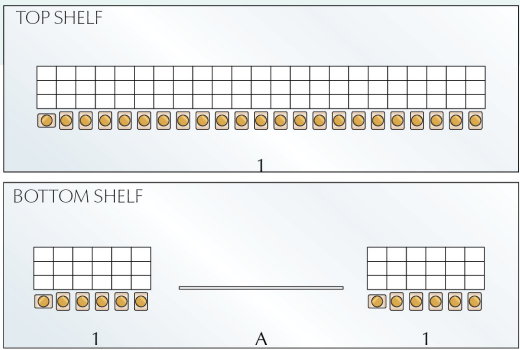


CASE DETAIL MAKEUP

4-CASE SCENARIO

Double Wear Foundation

- 1. Double Wear Stay-in-Place Foundation (merchandise from dark to light)
- A. New Double Wear In-Case Graphic

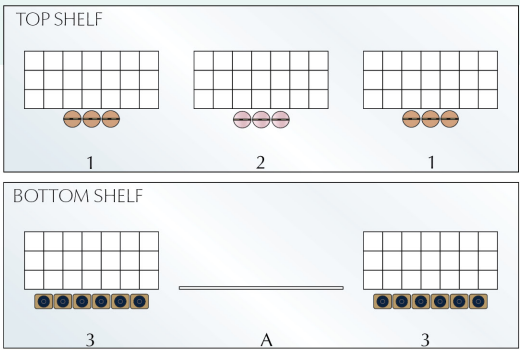


Overhead View
*Amount of stock in case is dependent on stock levels at your store.



Futurist SkinTint + Foundation + Primer

- 1. Futurist Aqua Brilliance Primer
- 2. Futurist Hydra Makeup
- 3. New Futurist SkinTint Serum
- A. Futurist In-Case Graphic



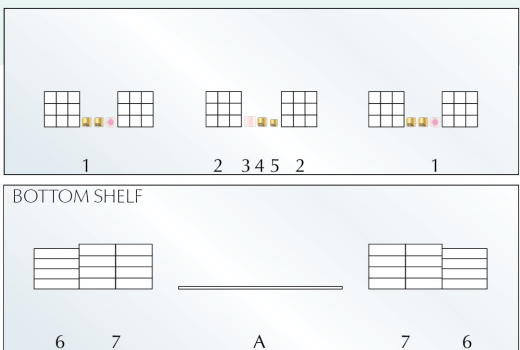
Overhead View
*Amount of stock in case is dependent on stock levels at your store.



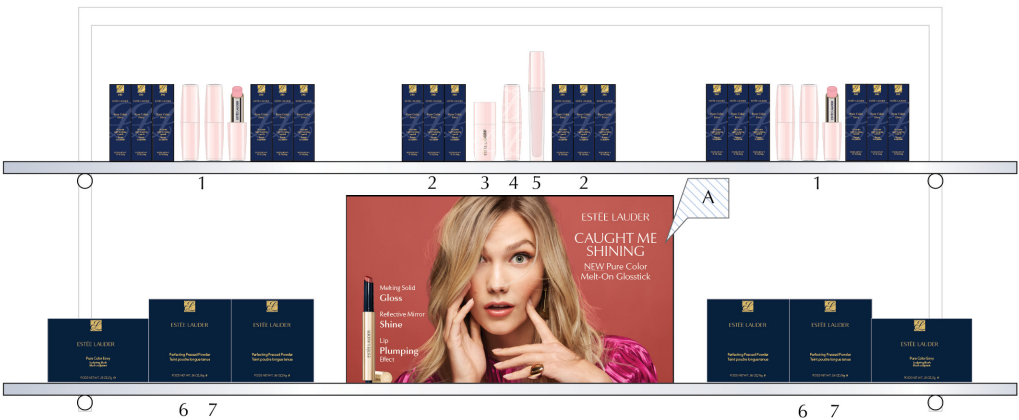
4-CASE SCENARIO

Turbo Lash + Lip Care

- 1. Pure Color Envy Crystal Balms
- 2. Pure Color Envy Lip Repair Potion (packaging)
- 3. Pure Color Envy Nighttime Rescue Lip Oil-Serum
- 4. Pure Color Envy Color Replenish Lip Balm
- 5. Pure Color Envy Lip Repair Potion
- 6. Pure Color Envy Sculpting Blush (packaging)
- 7. Pure Color Envy Luxe Eyeshadow Quads (packaging)
- A. New Gloss Stick In-Case Graphic

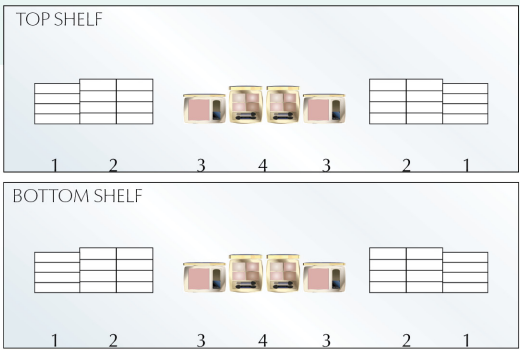


Overhead View
*Amount of stock in case is dependent on stock levels at your store.

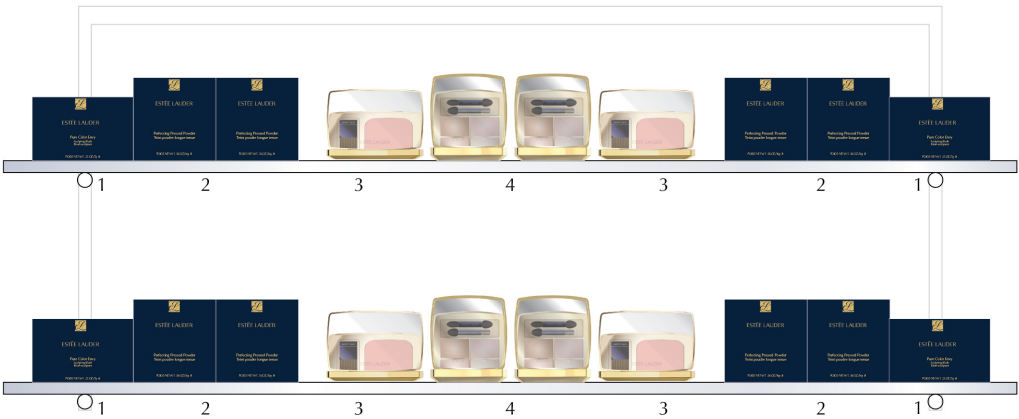


Pure Color Envy Blush + Luxe Eyeshadow Quads

- 1. Pure Color Envy Luxe Eyeshadow Quads (packaging)
- 2. Pure Color Envy Sculpting Blush (packaging)
- 3. Pure Color Envy Luxe Eyeshadow Quads (with open compact)
- 4. Pure Color Envy Sculpting Blush (with open compact)



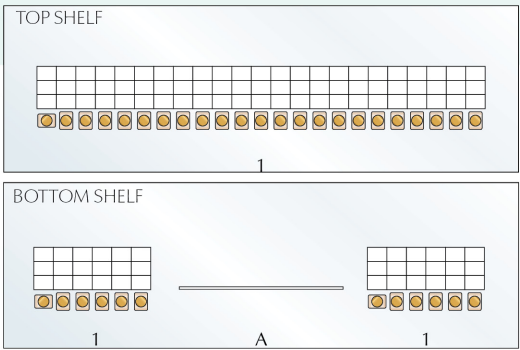
Overhead View
*Amount of stock in case is dependent on stock levels at your store.



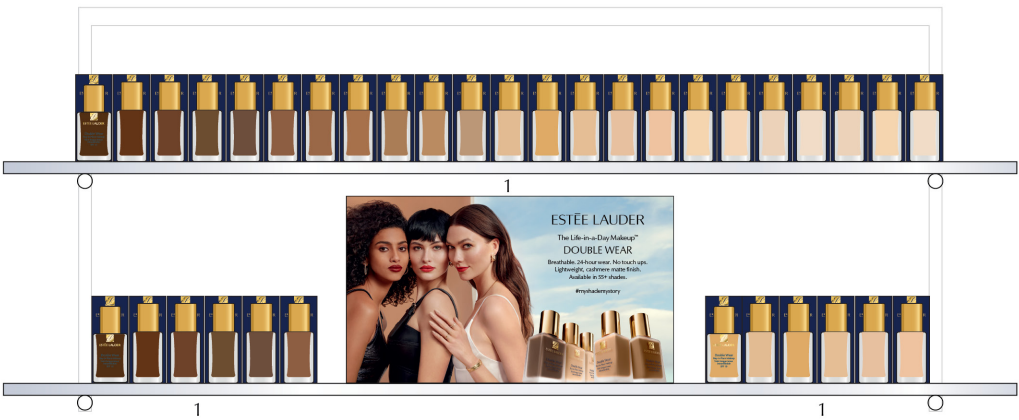
3-CASE SCENARIO

Double Wear Foundation

- 1. Double Wear Stay-in-Place Foundation (merchandise from dark to light)
- A. Double Wear In-Case Prop



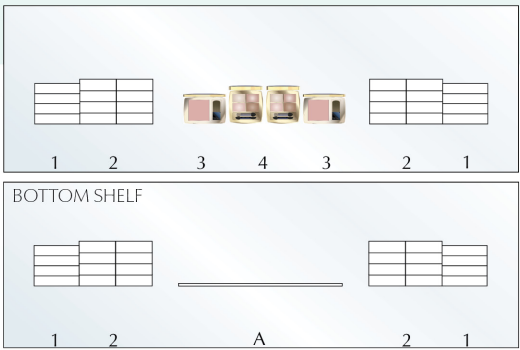
Overhead View
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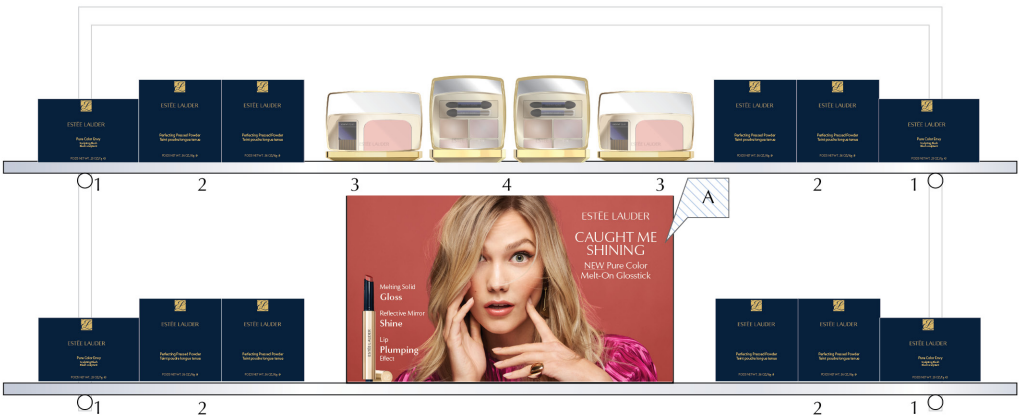
3-CASE SCENARIO

Turbo Lash + Lip Care

- 1. Pure Color Envy Luxe Eyeshadow Quads (packaging)
- 2. Pure Color Envy Sculpting Blush (packaging)
- 3. Pure Color Envy Luxe Eyeshadow Quads (with open compact)
- 4. Pure Color Envy Sculpting Blush (with open compact)
- A. New In-Case Gloss Sticks Graphic

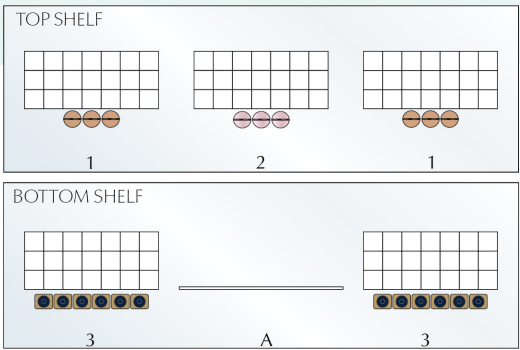


Overhead View
*Amount of stock in case is dependent on stock levels at your store.



Futurist SkinTint + Foundation + Primer

- 1. Futurist Aqua Brilliance Primer
- 2. Futurist Hydra Makeup
- 3. New Futurist SkinTint Serum
- A. New Futurist In-Case Graphic

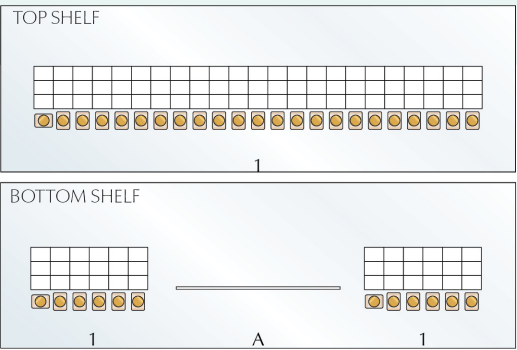


Overhead View
*Amount of stock in case is dependent on stock levels at your store.



Double Wear Foundation

- 1. Double Wear Stay-in-Place Foundation (merchandise from dark to light)
- A. New Double Wear In-Case Prop



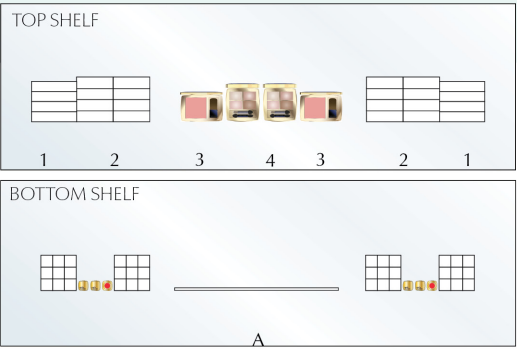
Overhead View
*Amount of stock in case is dependent on stock levels at your store.



CASE DETAIL
FRAGRANCE

Pure Color Lipstick + Blush + Eye

- 1. Pure Color Envy Sculpting Blush (packaging)
- 2. Pure Color Envy Luxe Eyeshadow Quads (packaging)
- 3. Pure Color Envy Sculpting Blush (with open compact)
- 4. Pure Color Envy Luxe Eyeshadow Quads (with open compact)
- 5. New Pure Color Lipsticks
- A. New Futurist In-Case Graphic



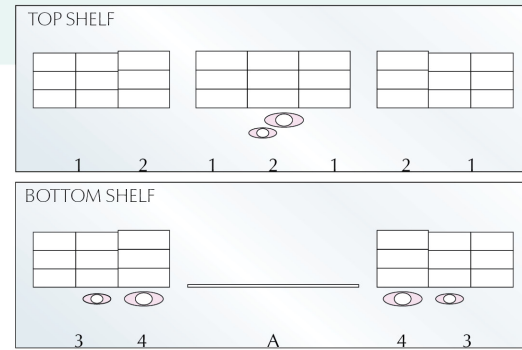
Overhead View
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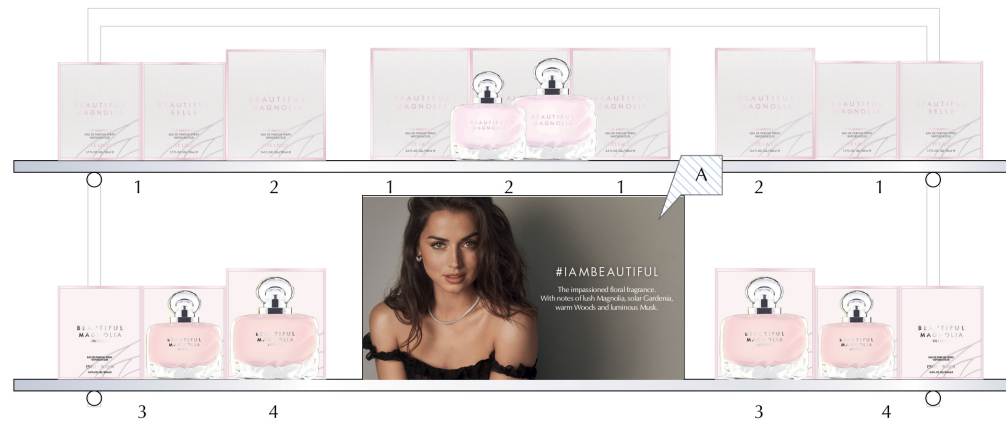
4-CASE SCENARIO

Beautiful Magnolia L'eau + Magnolia

1. Beautiful Magnolia Eau de Parfum 1.7oz
 2. Beautiful Magnolia Eau de Parfum 3.4oz
 3. Beautiful Magnolia L'eau 1.7oz
 4. Beautiful Magnolia L'eau 3.4oz
- A. Beautiful Magnolia Repromote In-case Graphic

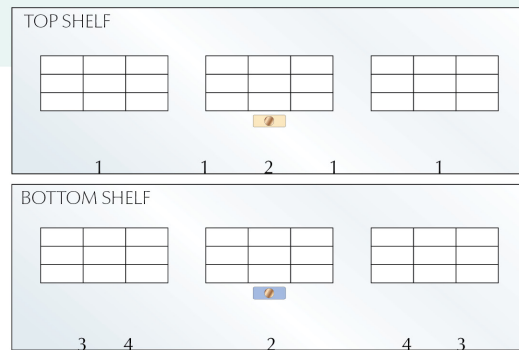


Overhead View
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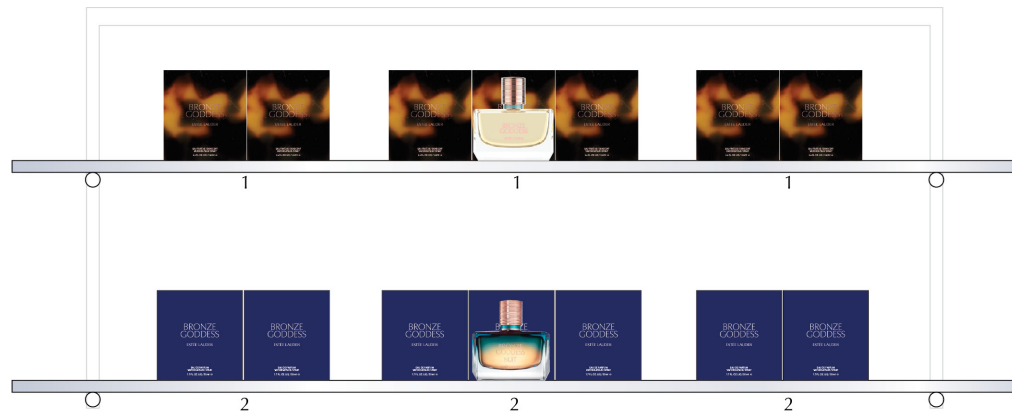


Bronze Goddess

1. Bronze Goddess Eau Fraîche Skinscent, 1.7 oz or 3.4 oz
2. Bronze Goddess Nuit Eau de Parfum, 1.7 oz or 3.4 oz



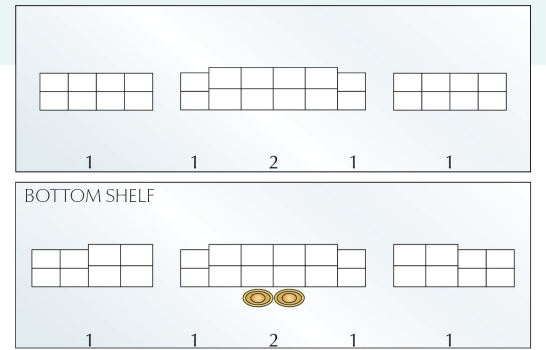
Overhead View
*Amount of stock in case is dependent on stock levels at your store.



4-CASE SCENARIO

Beautiful

1. Beautiful Eau de Parfum Spray 2.5oz
2. Beautiful Eau de Parfum Spray 3.4oz

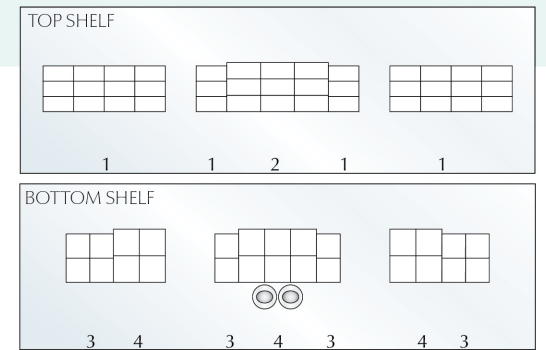


Overhead View
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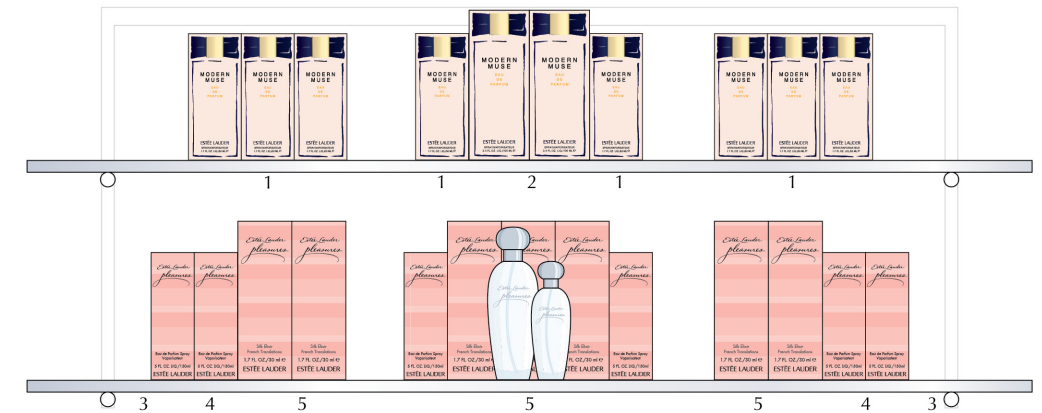


Mixed Fragrance: Pleasures + Modern Muse

1. Modern Muse 1.7 oz
2. Modern Muse 3.4 oz
3. Pleasures Spray 1.7oz
4. Pleasures Spray 3.4oz

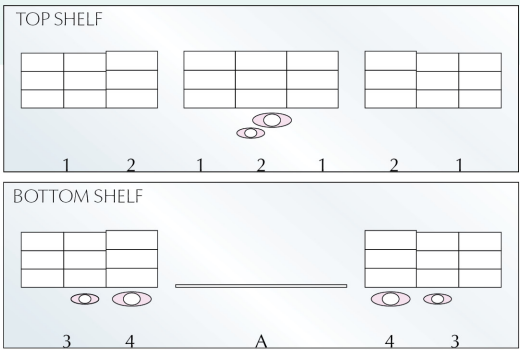


Overhead View
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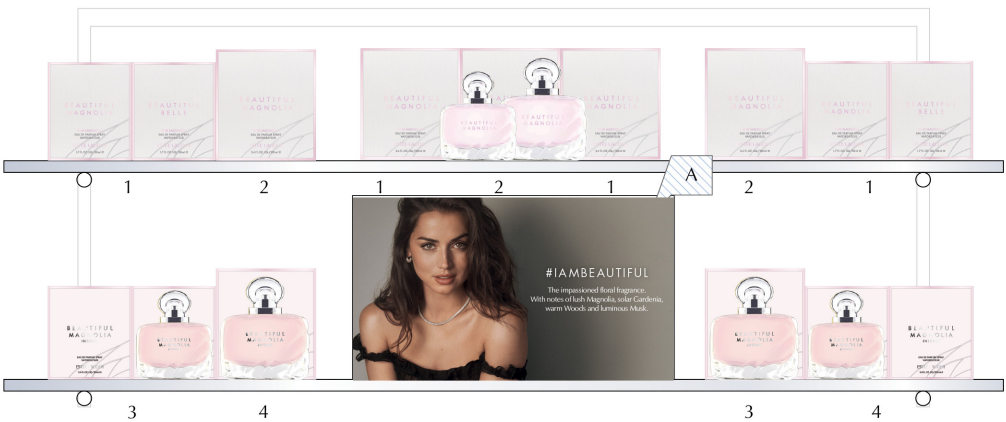


Beautiful Magnolia L’eau + Magnolia

- 1. Beautiful Magnolia Eau de Parfum 1.7oz
 - 2. Beautiful Magnolia Eau de Parfum 3.4oz
 - 3. Beautiful Magnolia L’eau 1.7oz
 - 4. Beautiful Magnolia L’eau 3.4oz
- A. Beautiful Magnolia Repromote In-case Graphic

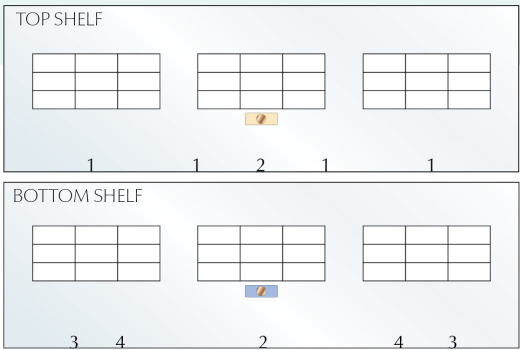


Overhead View
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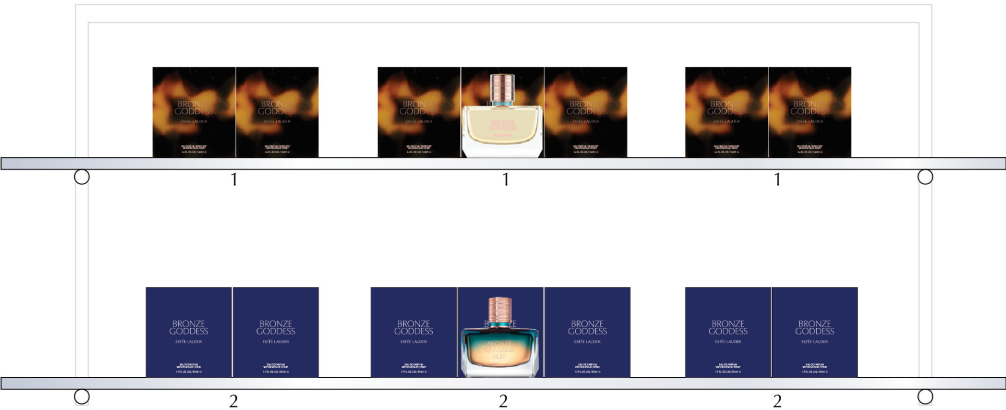


Bronze Goddess

- 1. Bronze Goddess Eau Fraîche Skinscent, 1.7 oz or 3.4 oz
- 2. Bronze Goddess Nuit Eau de Parfum, 1.7 oz or 3.4 oz

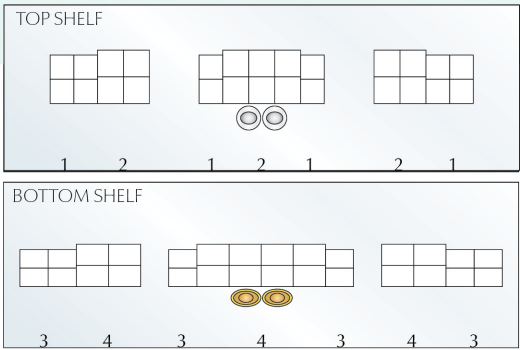


Overhead View
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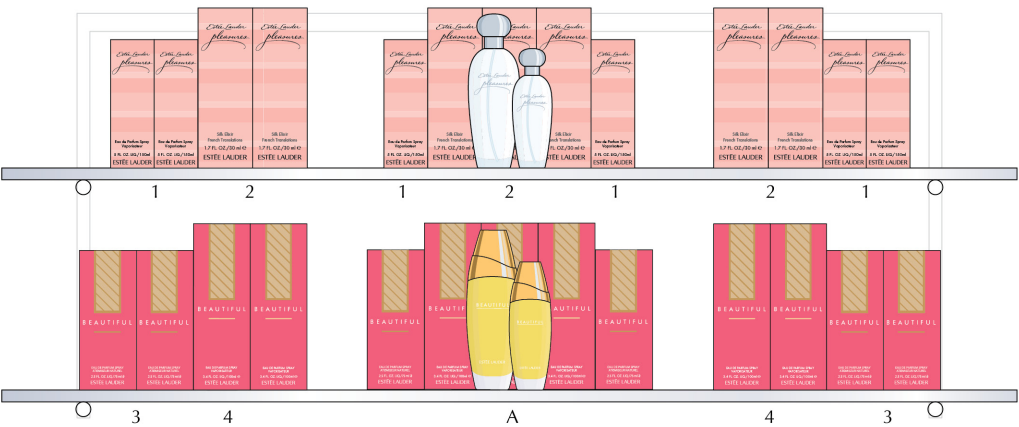


Beautiful

- 1. Pleasures Spray 1.7oz
- 2. Pleasures Spray 3.4oz
- 3. Beautiful Eau de Parfum Spray 2.5oz
- 4. Beautiful Eau de Parfum Spray 3.4oz



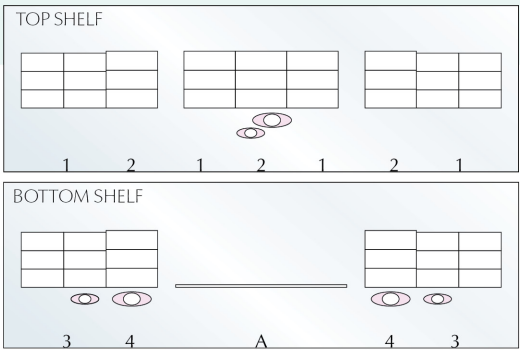
Overhead View
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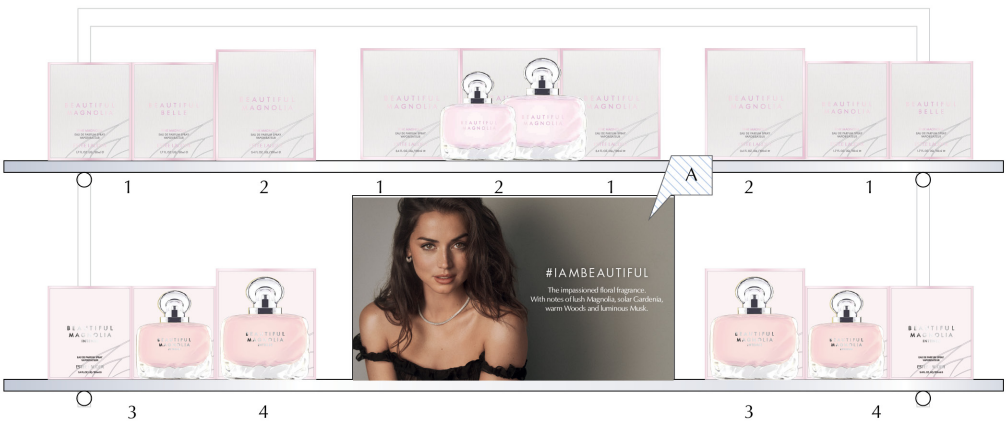
2-CASE SCENARIO

Beautiful Magnolia L’eau + Magnolia

- 1. Beautiful Magnolia Eau de Parfum 1.7oz
 - 2. Beautiful Magnolia Eau de Parfum 3.4oz
 - 3. Beautiful Magnolia L’eau 1.7oz
 - 4. Beautiful Magnolia L’eau 3.4oz
- A. Beautiful Magnolia Repromote In-case Graphic

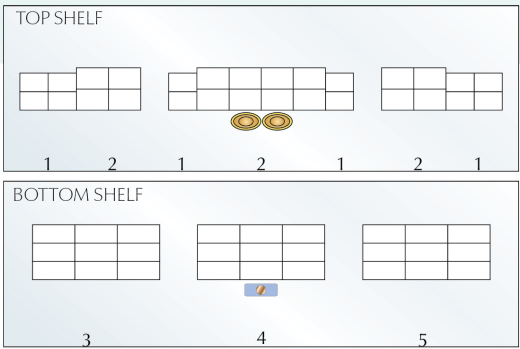


Overhead View
*Amount of stock in case is dependent on stock levels at your store.

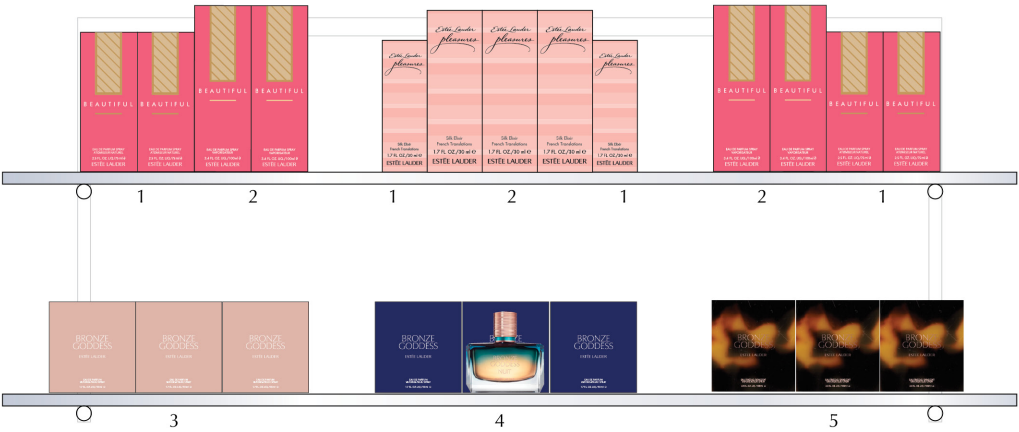


Beautiful Belle + Beautiful

- 1. Beautiful Eau de Parfum Spray 2.5oz
- 2. Beautiful Eau de Parfum Spray 3.4oz
- 3. Pleasures Spray 1.7oz
- 4. Pleasures Spray 3.4oz
- 5. Bronze Goddess Eau de Toilette 1.7 oz
- 6. New Bronze Goddess Nuit 1.7 oz
- 7. Bronze Goddess Eau de Parfum 1.7oz



Overhead View
*Amount of stock in case is dependent on stock levels at your store.



Estée Lauder Counter Cleanliness Guidelines

Who is Responsible? Everyone!
Everyone must clean at least three (3) times per day!

All Tester Units and Counter Areas

- Use micro fiber towels to wipe down and polish look of unit. DO NOT use sprays of any kind – just dust and wipe with a dry clean cloth.
- Clean finger prints off of glass tops and cases daily.
- Trash cans should always be kept clean and emptied regularly.

Demonstration Station and Supplies Area

- Hygiene caddies should always be stocked and clean.
- Supplies should be ready to use on customers and dust free.
- Remove all plastic wraps from q-tips and mascara wands.
- Place clean brushes in caddies and/or in makeup belts.
- Brushes should be cleaned with Perfectly Clean cleanser in the bathroom every night for use the next day. Foundation and concealer brushes should be cleaned with Take It Away Total Makeup Remover first, then with Perfectly Clean cleanser.
- Be sure to lay brushes flat on a clean towel for shaping – and to ensure that water does not get into the handle.

Line Tester Units

- **COLOR UNITS:**
 - Lipstick: Remove from unit. Wipe down unit with microfiber cloth. Gently shave top layer of lipstick bullets with a Q-tip stick to maintain shape and cleanliness and replace on unit.
 - Eyeshadow/Blush/Bronzer: Remove from unit. Wipe down unit with microfiber cloth. Wipe away excess around sides with a tissue. Replace on unit.
 - Remove pencils and mascaras and wipe down area underneath and all around. Replace on unit.
- **FOUNDATION UNITS:**
 - Pressed powder: Remove from unit. Wipe down unit with microfiber cloth. Wipe away excess around sides with a tissue. Replace on unit.
 - Remove caps on the testable foundation bottles. Wipe down unit with microfiber cloth. Wipe excess product from around the edges to keep them looking clean and fresh. Replace on unit.
- **SKINCARE UNITS:**
 - Remove each product from unit. Wipe down unit with microfiber cloth.
 - Remove caps from skincare products and wipe around the edges to keep them looking clean and fresh. Replace on unit.
- **FRAGRANCE UNIT:**
 - Remove each product from unit. Wipe down unit with microfiber cloth.

OPEN SELL SHELVES

ADVANCED NIGHT REPAIR FOCUS

Since many of our stores have areas with shelves, we have a great opportunity to display product. Standard sizes include 12, 24 and 48 inch shelves. However, since shelf lengths may vary, you may need to add or remove saleable cartons on either end.



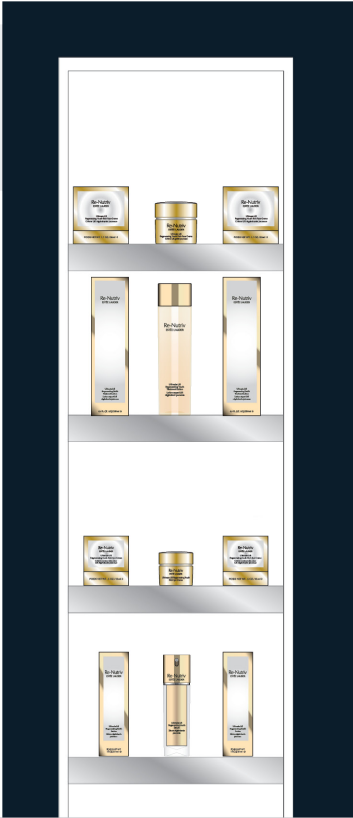
COMBINED SKINCARE LAUNCH FOCUS

REVITALIZING SUPREME+ FOCUS

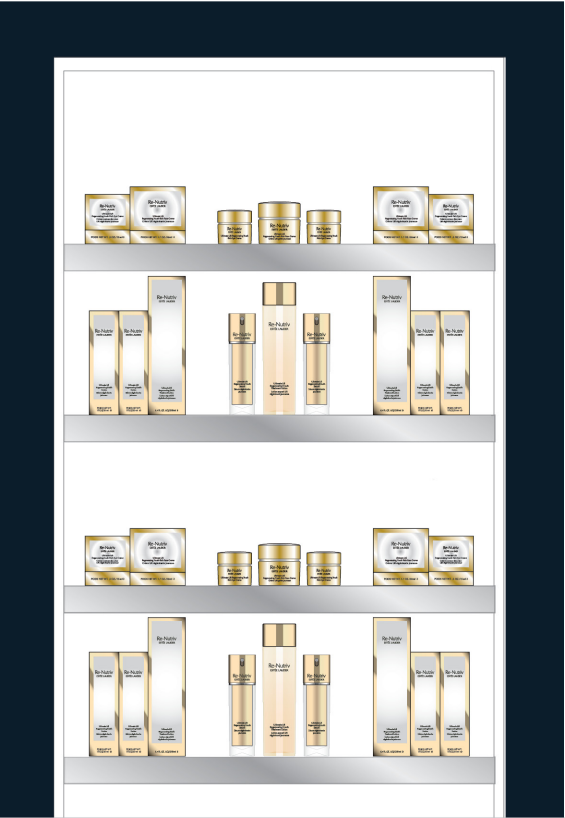


RE-NUTRIV: NON-DIAMOND DOORS

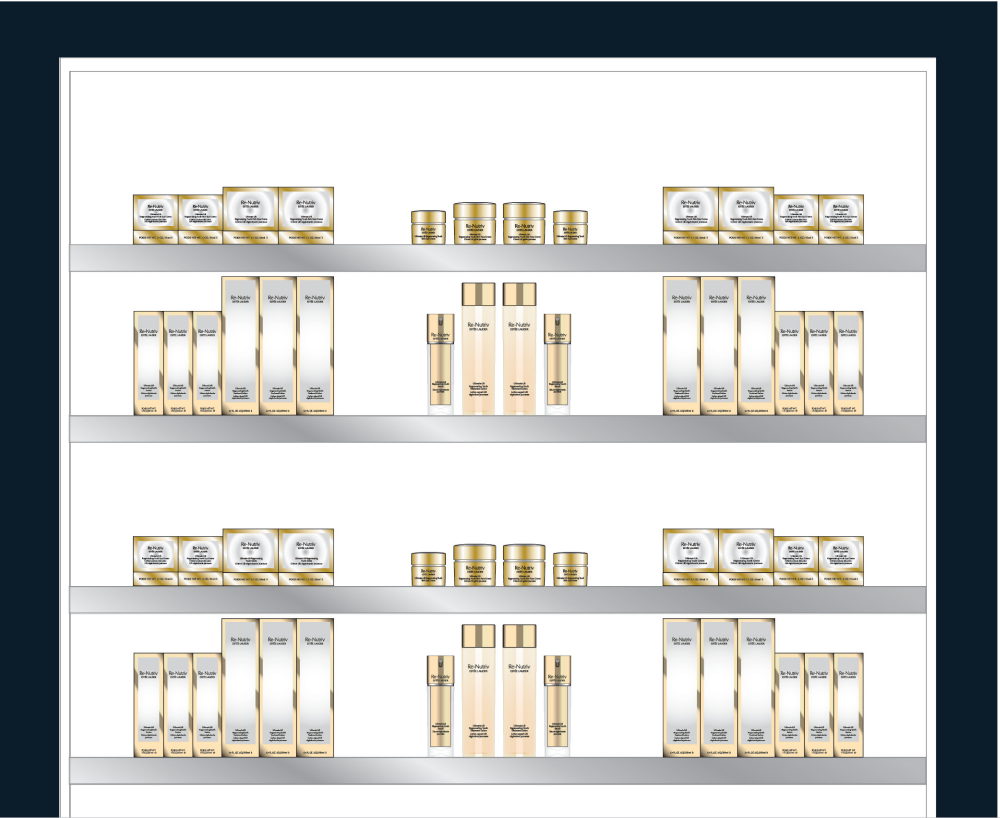
Since many of our stores have areas with shelves, we have a great opportunity to display product. Standard sizes include 12, 24 and 48 inch shelves. However, since shelf lengths may vary, you may need to add or remove saleable cartons



12 in. shelves

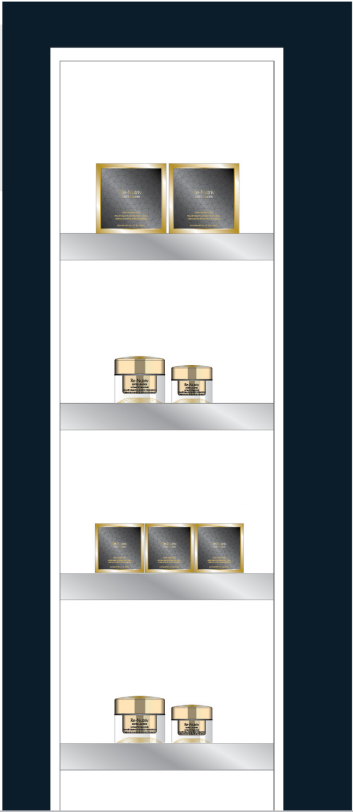


24 in. shelves

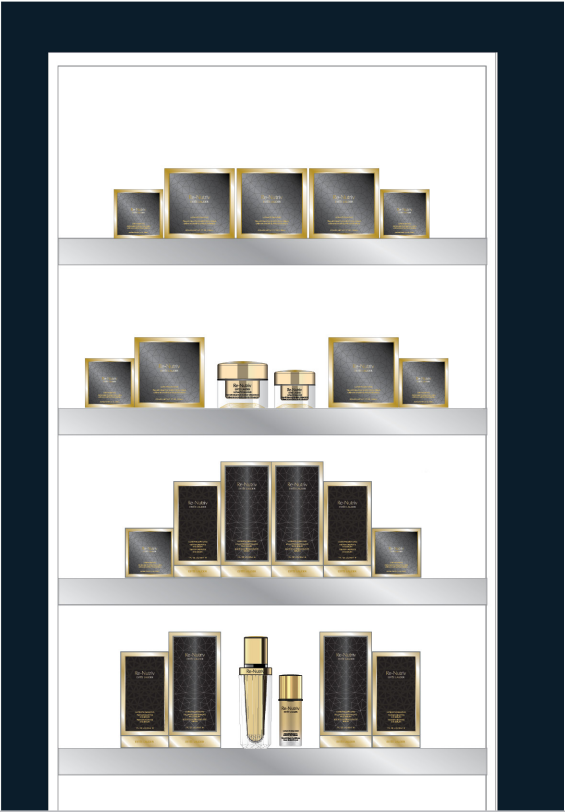


48 in. shelves

RE-NUTRIV: DIAMOND DOORS



12 in. shelves



24 in. shelves



48 in. shelves

LAUNCH AND
BASIC FOCUS

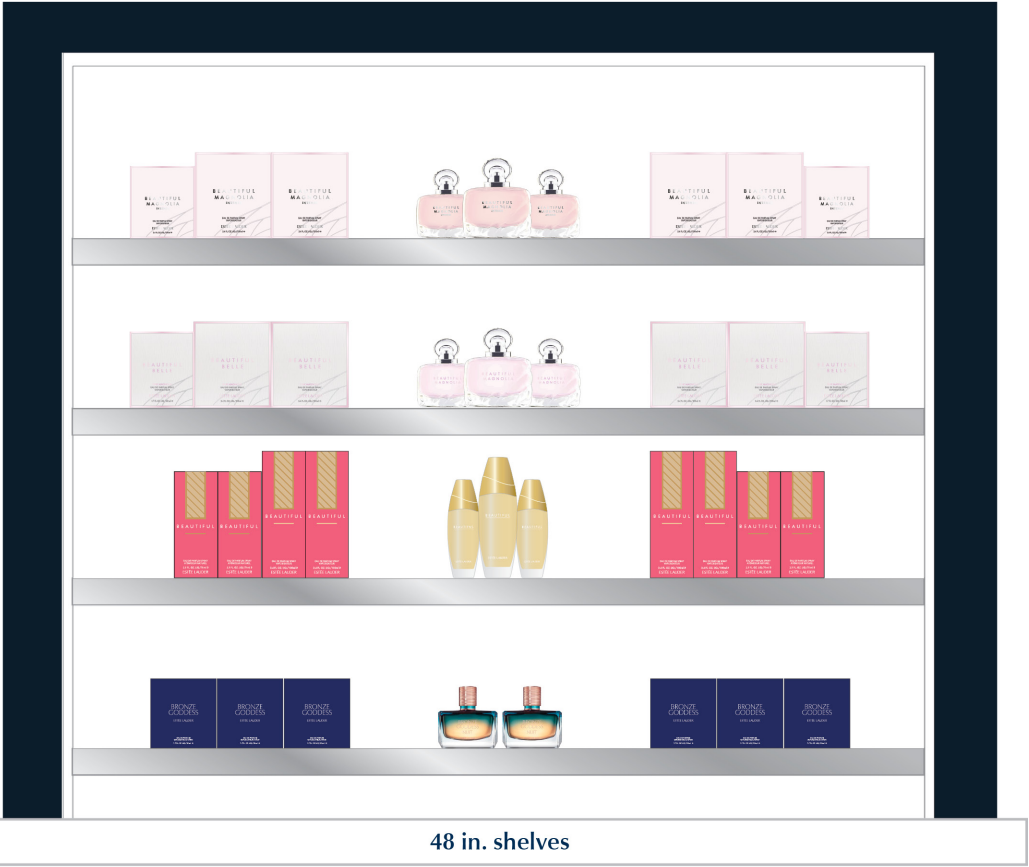
Since many of our stores have areas with shelves, we have a great opportunity to display product. Standard sizes include 12, 24 and 48 inch shelves. However, since shelf lengths may vary, you may need to add or remove saleable cartons on either end.

NOTE:
Merchandise all foundation from darkest to lightest.



BEAUTIFUL MAGNOLIA
L'EAU & MAGNONLIA
LAUNCH FOCUS

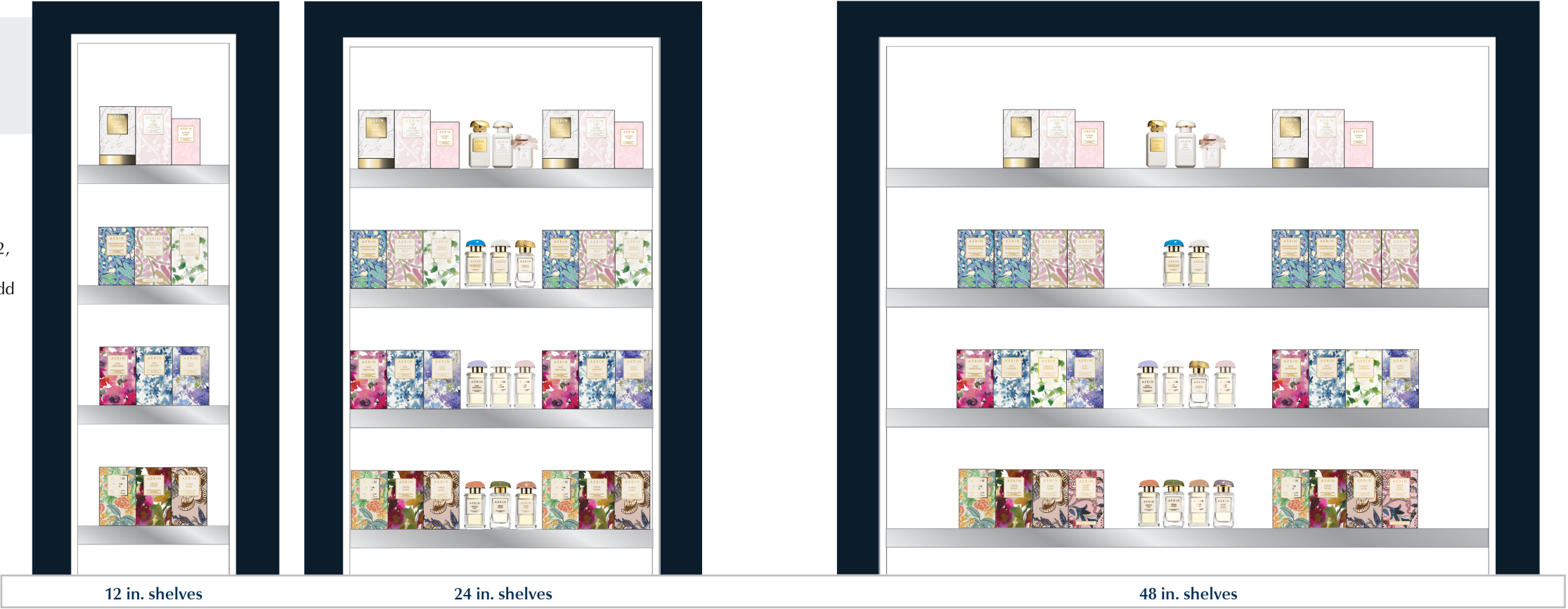
Since many of our stores have areas with shelves, we have a great opportunity to display product. Standard sizes include 12, 24 and 48 inch shelves. However, since shelf lengths may vary, you may need to add or remove saleable cartons on either end.



COMBINED FRAGRANCE LAUNCH FOCUS

FRAGRANCE
COLLECTION

Since many of our stores have areas with shelves, we have a great opportunity to display product. Standard sizes include 12, 24 and 48 inch shelves. However, since shelf lengths may vary, you may need to add or remove saleable cartons on either end.



ORDER OF AERIN FRAGRANCES (LEFT TO RIGHT):
SHELF 1: ROSE DE GRASSE, ROSE DE GRASSE JOYFUL BLOOM, ROSE DE GRASSE POUR FILLES
SHELF 2: MED. HONEYSUCKLE, **NEW MED. HONEY FIGUE**, **NEW TUBEROSE GARDENIA**
SHELF 3: WILD GERANIUM, IKAT JASMINE, LILAC PATH
SHELF 4: HIBISCUS PALM, CEDAR VIOLET, AMBER MUSK

ORDER OF AERIN FRAGRANCES (LEFT TO RIGHT):
SHELF 1:ROSE DE GRASSE, ROSE DE GRASSE JOYFUL BLOOM, ROSE DE GRASSE POUR FILLES
SHELF 2: MED. HONEYSUCKLE, **NEW MED. HONEY FIGUE**
SHELF 3: WILD GERANIUM, IKAT JASMINE, **NEW TUBEROSE GARDENIA**, LILAC PATH
SHELF 4: HIBISCUS PALM, CEDAR VIOLET, AMBER MUSK, **NEW AMBER MUSK SANTAL**

GIFTS WITH PURCHASE

BELK, BOSCOV'S, & VON MAUR GWP IN-STORE ELEMENTS

DILLARD'S GWP IN-STORE ELEMENTS

GWP Store Environment:



GWP Store Environment:



SEASONAL GWP SUPPORT:

1. 30x40 Generic Poster
Code #: G99H-70
[For placement, follow retailer guidelines]
2. 22x28 Gift Poster
Code #: G99K-70
[For placement, follow retailer guidelines]
3. Top-of-Counter Unit (Temporary) →
Pre-pack code #: G99L-60
[All doors receive 2 units]
4. Line Tester Unit Topper
Pre-pack code #: G99E-60
[All doors receive 2 units]
5. In-Case Prop (BELK & VM ONLY)
Pre-pack code #: G99D-60



SEASONAL GWP SUPPORT:

1. CSV Tower Graphics
Provided by Retailer
2. Top-of-Counter Units (Temporary) →
Large Unit Code #: G9A4-60 | Small Unit Code #: G9A5-60
[All doors receive 2 units]
3. Line Tester Unit Topper
Pre-pack code #: TBD
[All doors receive 2 units]
4. Large + Small Gift Poster
Provided by Retailer
[For placement, follow retailer guidelines]
5. Top of Counter Graphic
Provided by Retailer
6. In-Case Prop
Pre-pack code #: G9A2-60



BEHIND SKINCARE CASES:



Priority Visual #1
ANR



Priority Visual #2
Model + Supreme+

BEHIND MAKEUP CASES:



Priority Visual #1
Double Wear Model
+ Product



Priority Visual #2
Pure Color Gloss Stick
Model

BEHIND FRAGRANCE CASES:



Priority Visual #1
Beautiful Model +
Product

BEHIND RE-NUTRIV CASES:



Priority Visual #1
Eye Creme Product Shot

How to Measure a Light-box

STEP 1: DETERMINING “OUTSIDE” MEASUREMENT

Open light-box. Measure end-to-end of the light-box horizontally (Width) and then vertically (Height). This is your “outside” measurement because it is the width (W) and height (H) of the “outside”, or total area, of the transparency that goes into the light-box.

STEP 2: DETERMINING “INSIDE” MEASUREMENT

Close light-box. The part of the transparency that you see (not the part that is hidden behind the frame) is called the “inside” measurement.

POINTERS

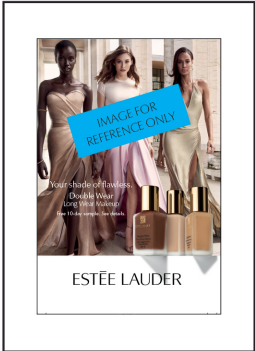
1. W x H (that’s the order) – otherwise the “vertical” or “horizontal” distinction will be inverted.
2. The “outside” measurement is always larger than the “inside” measurement. If it’s not, something is wrong.
3. Think of a picture frame in your house. If you buy a 5x7 picture frame it does not mean necessarily (unless there is no frame) that the whole picture frame itself measures 5x7 – it means that the “inside” measurement” or the part of the picture you see is 5x7. However, the overall actual size of the photo you put in the frame may be larger than what you see – that’s called the “outside” measurement.

HORIZONTAL LIGHTBOX H < W

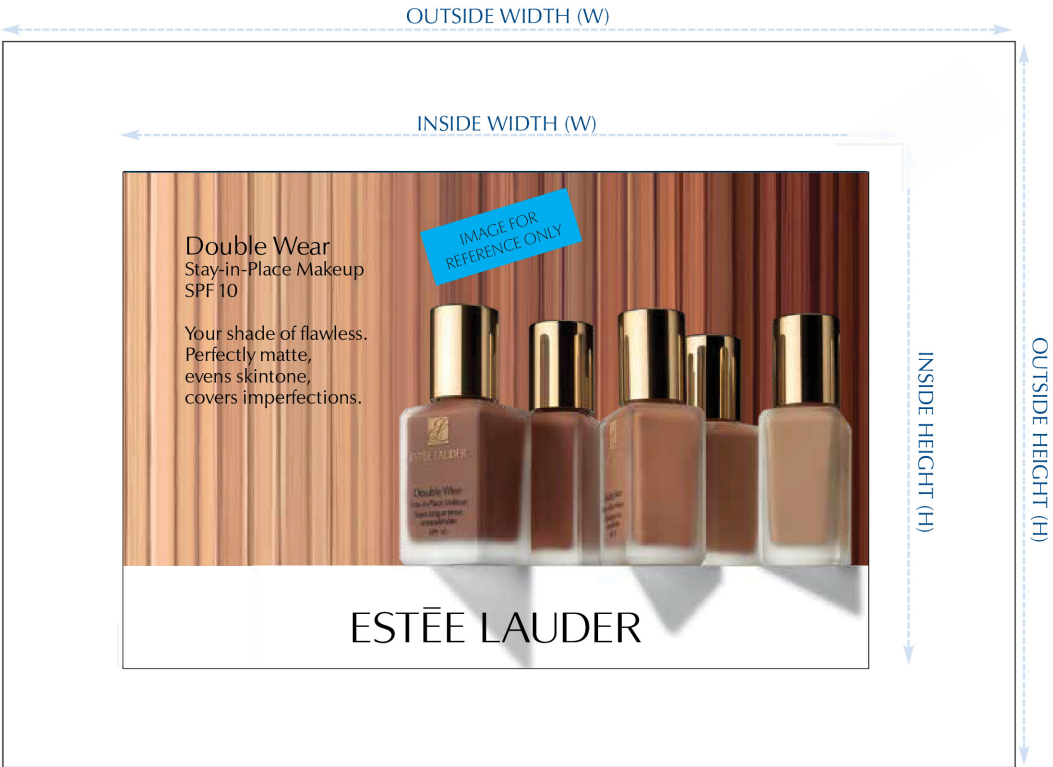


W

VERTICAL LIGHTBOX W < H



W



Tester Codes

As per our usual cadence, each tester/ godet is planned to ship in once this fiscal year. Please be mindful of this while also adhering to the latest hygiene standards. Small slushes of each tester code will be available to order through the COE if necessary.

FOUNDATION UNIT PRE-PACKS		
Franchise/Product	Shade	Code
Double Wear Stay-In-Place Matte Powder (TSD: 2/7/22)	• Tester Godet - 1C0	• PANX15
	• Tester Godet - 1C1	• PANX66
	• Tester Godet - 1N1	• PANX72
	• Tester Godet - 1N2	• PANX16
	• Tester Godet - 1W2	• PANX36
	• Tester Godet - 2C1	• PANX77
	• Tester Godet - 2N1	• PANX12
	• Tester Godet - 2N2	• PANXCC
	• Tester Godet - 2W1	• PANX53
	• Tester Godet - 2W2	• PANX84
	• Tester Godet - 3C1	• PANX19
	• Tester Godet - 3C2	• PANX04
	• Tester Godet - 3N1	• PANX10
	• Tester Godet - 3N2	• PANX38
	• Tester Godet - 3W1	• PANX37
	• Tester Godet - 3W1	• PANXCE
	• Tester Godet - 4C1	• PANX03
	• Tester Godet - 4N1	• PANX05
	• Tester Godet - 4N2	• PANX98
	• Tester Godet - 4W1	• PANX99
	• Tester Godet - 5W1	• PANX42
	• Tester Godet - 5W2	• PANX70
	• Tester Godet - 6C1	• PANX68
	• Tester Godet - 6N1	• PANXC1
	• Tester Godet - 7N1	• PANXC5
	• Tester Godet - 7W1	• PANXC4
	• Tester Godet - 8C1	• PANX09
	• Tester Godet - 8N1	• PANXC6
	• Tester Godet - 5N2	• PANXA4
	• Tester Godet - 6W1	• PANXC0
Double Wear Sheer Flattery Loose Powder (TSD: 2/7/22)	• Translucent Matte Testable Shaker	• PMWE-01
	• Light Matte Testable Shaker	• PMWE-02
	• Light Medium Matte Testable Shaker	• PMWE-03
	• Medium Matte Testable Shaker	• PMWE-04
	• Deep Matte Testable Shaker	• PMWE-05
	• Translucent Soft Glow Testable Shaker	• PMWE-06

Selling Tools

- Beautiful Skin For Life Diagnostic Tools (three versions)
- Fragrance Blotter Cards GYN4-70 (TSD: 2/7/2022)

Need Some Help?

For all questions / concerns regarding:

• Tracking collateral (ongoing or launch)

• Tracking GWP/ samples
(FASTEST SERVICE CALL NUMBER BELOW)

• Tracking Light Box graphics

• Requesting missing or damaged collateral/ tester units
(SEND PHOTO IF POSSIBLE)

• Light Box issues

• Request Point-of-Sale Guidelines

UNITED STATES	CANADA
• Phone: +1 (844)-387-1122	• Phone: +1(855) 523-7105
• Email: PointOfSaleSupport@estee.com	• Email: PointOfSaleSupport@estee.com

Hours of operation: Monday to Friday 10:00AM – 7:00PM EST. Voicemail is available outside hours of operation, for a call back on the next business day.

Please refer to Estée Lauder’s visual merchandising guidelines for reference/code numbers.

POINT-OF-SALE CENTER OF EXCELLENCE (POS COE) REQUEST TRACKER			
<u>Date Requested/ Contacted POS COE</u>	<u>Details of Request</u>	<u>Notes</u>	<u>Date Resolved</u>

Glossary Point-of-Sale Guidelines

ALPHA TOWER or ÉTAGÈRE: Metal tower used to merchandise in-store (usually 2–6 shelves).

BACK ISLAND/BACK LEDGE: Display area behind caseline that contains cash wrap, fish-tanks, storage, and/or transparencies (usually 5'–6' tall).

BAY: One vertical grouping of shelves in an assisted sell area.

BASIC BUSINESS: The core products within each category (Skincare, Makeup, Fragrance) of business (as opposed to LAUNCHES which are the introduction of new products).

BASIC BUSINESS CASES: Cases located in non-billboard or lower profile locations in your counter installations. Case contents support the category line-testers on top of case. Once an appropriate location is established, cases rarely need to be changed or moved during a season.

BILLBOARD/LAUNCH CASE(LINE): Most prominent cases a customer sees when approaching counter from main traffic flow.

BLOW UP: 30" x 40" (or custom size) collateral piece that may suspend from the ceiling or be displayed on a ledge top.

BOUTIQUE CASE(LINE): Case with one (1) shelf only.

CARTOUCHE: "EL" script on packaging.

CASE(LINE): Glass display fixture, typically with two shelves. Sometimes referred to as "showcase", many cases together are referred to as "caseline".

C-PRINT: "Color" print. A printed visual such as an 8" x 10" GRAPHIC or 22" x 28" poster (not back-lit).

CROPPING: Area of an image that is seen through the visual opening of a light-box frame.

CUSTOM COLLATERAL: Launch collateral piece (blow-up, etc.) requested by the retailer that differ from what is allocated.

DIPTYCH: Large foldable visual prop used on floors and ledgetops.

DRAMMING BOTTLE: Plastic bottle foundation dispenser used to "dram," or dispense, liquid foundation samples into vials.

ESTÉE LAUDER LOGO: Standard manner in which company name appears on collateral items, product packaging, and at counter. Accent "aigu" appears on first lower case "e" in "Estée".

FACTICE: Version of a product used for display purposes only (sometimes oversized).

FISH-TANK: Back island display case, similar in size and shape to an actual fishtank. Holds one set of in-case props and featured product.

GODET: Plastic piece with shade name that holds pan testable and then is inserted into product locator. Also referred to as a "godet holder" (pronounced "go-day").

IN-CASE PROPS: Clear acrylic props with GRAPHICS used inside a case to highlight featured product(s)— (8"x14").

LEDGE TOP DISPLAY: Item(s) used on ledge top to showcase a launch product.

LIGHT-BOX: A large back-lit unit that houses a transparency, or light-box visual.

LIGHT-BOX VISUAL or TRANSPARENCY: Visual that goes into a light-box (back-lit). There are a few kinds: 1) Duraclear is completely transparent and mounts on frosted ("milky") plexi. 2) Duratran has an opaque ("milky" or "frosted") backing and mounts on clear plexi. 3) Fabric.

LIMITED LIFE: Products that are in the line for limited time only— do not become part of our basic line.

GRAPHIC or GRAPHIC CARD: Visual piece featured on a tester unit or in a frame.

LOCATOR: Piece that positions, or "locates", testable product/pans in Open Sell or Tester Units.

MULTIPLE PRODUCT LOCATOR (MPL): Locator that inserts into the Access System track to display testable product for Fragrance and Skincare. Typically features key products in either a franchise ("family") or category.

PLANOGRAM or SCHEMATIC: Diagram indicating specific collateral, locator, or product placement within a merchandising fixture or environment.

POINT-OF-SALE GUIDELINES: Seasonal merchandising and overview regarding most current programming, case-line schematics and tester placement. Provides month-to-month direction for your counter.

POSTER: Standard 22" x 28" collateral that inserts into a poster frame.

PROMOTIONAL FOCUS UNIT: Vitrine unit with banner graphic that is placed on counter to highlight promotional vehicles.

TEMPLATE: Updatable base piece that holds a specific product or product line on a launch tester unit.

TESTABLE PAN: Actual product pan of eyeshadow, blush, or pressed powder (inserts either directly into locator, or into a godet, then into the locator).

TESTER UNIT: Counter unit display where a customer can see and test product.

TRAY: Positioned on a shelf—consists of testable product, sign, and saleable product stock (also referred to as a "merchandise").

VITRINE: Acrylic display cube to house and highlight product or promotional item. Can also be incorporated in a backwall or back island display case, similar in size and shape to an actual fish-tank. Typically holds one set of in-case props along with featured product.

